

AMERICA'S PIN-UP QUEEN ...

ARCHIE
SERIES

NO. 4

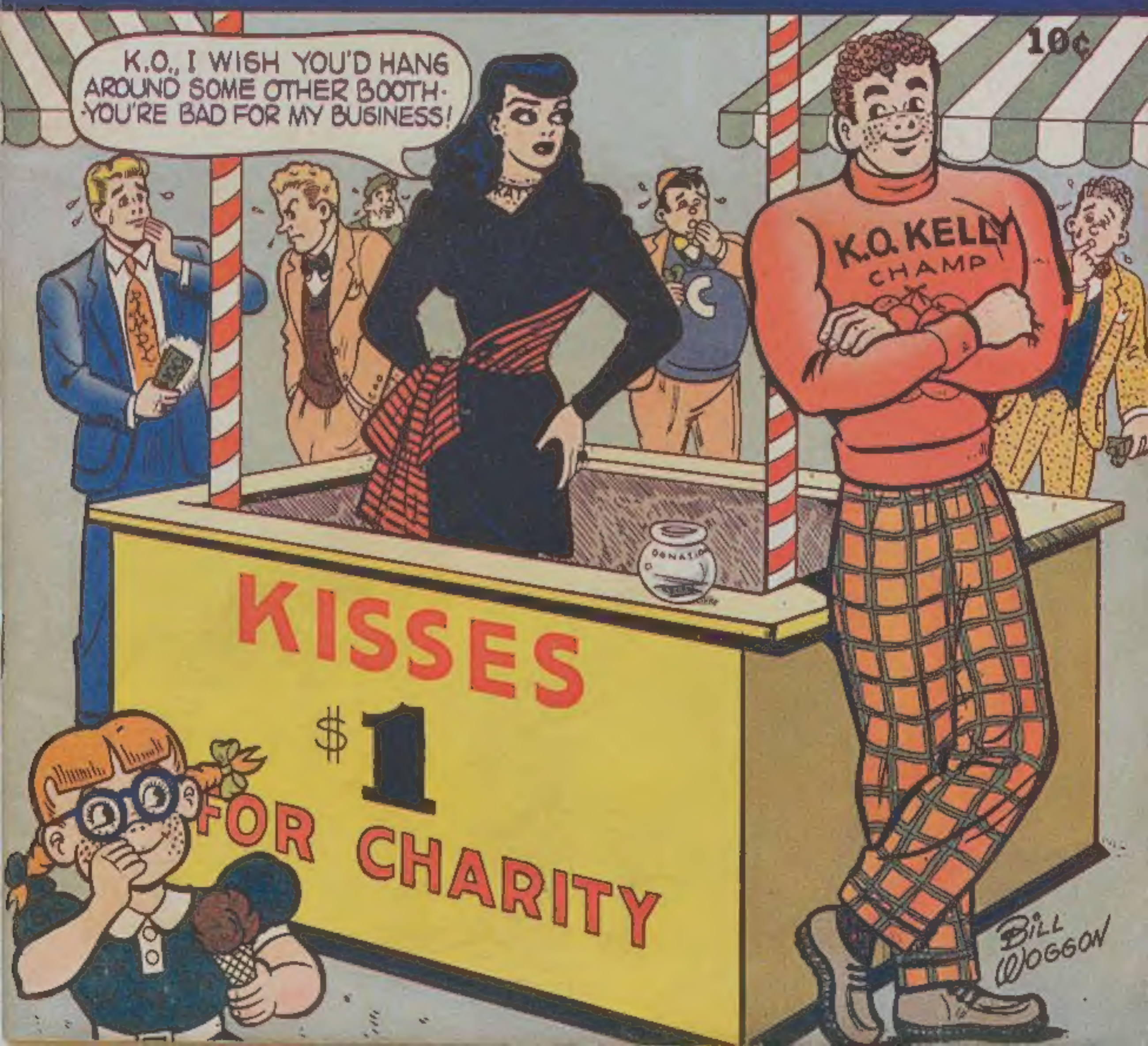
KATY KEENE

ANC

Comics

10c

K.O., I WISH YOU'D HANG
AROUND SOME OTHER BOOTH.
YOU'RE BAD FOR MY BUSINESS!



Miss Lee-Fashions

Style #633 MISTY LACE Imported Chantilly Lace

Sheer enchantment with the magic of lace! . . . Exquisitely lovely sheer net clings lovingly over bared shoulders to a figure-caressing bodice of imported Chantilly Lace that falls into a graceful peplum and cascades helplessly to the hemline of the widest of wide filmy dancing skirts (over its own slip). Colorful blushing flowers highlight a tiny waist. In Superb Quality Celanese Taffeta and Marquisette net

BEWITCHING COLORS:

- BLACK • AQUA
- WHITE • ROSE

IN ALL SIZES
9-11-13-15-17
10-12-14-16-18-20

only **9⁹⁸**

16½-18½-20½
22½-24½-26½
38-40-42-44-46-48

only **10⁹⁸**



Style #C-8—POLKA DOTS

For dancing . . . for romancing . . . Lace the "Gretchen" bodice firmly to the breathtaking polka dot décolletage. The full-bodied skirt swishes and rustles as you walk, as you dance. In finest quality silky rayon.

IN BEAUTIFUL COLORS:

- BLACK • GREEN
- BROWN • AMERICAN BEAUTY
- ROSE

IN ALL SIZES only **6⁹⁸**
9-11-13-15-17
10-12-14-16-18-20

16½-18½-20½ only **7⁹⁸**
22½-24½-26½
38-40-42-44-46-48



Send 10c
for our
latest
catalog!

SENT ON APPROVAL—10 DAY FREE TRIAL

MISS LEE-FASHIONS, Inc., Dept. AQ
400 MADISON AVE., NEW YORK 17, N. Y.
Please send me the following dresses in styles, sizes and colors indicated. If not delighted I may return dress within 10 days for refund.

Style No.	Size	First Color Choice	Second Color Choice

☐ Send C.O.D. I enclose \$1.00 deposit. I'll pay postman balance plus postage.
☐ I enclose full amount \$_____ you pay postage.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

All Foreign Orders must be Pre-paid

Katy Keene

by Bill Woggon

KAY BOND (AGE 13)
1776 STANTON RD, S.W.,
ATLANTA, GEORGIA

MARY LOU
BOSILJIVAC
(AGE 14)

SANDRA SHAW
2911-11 AVE. B,
MOLINE, ILL.

THERESA KROL,
135 LORD AVE.,
BAYONNE, N.J.

MONA PADDOCK
STAMFORD CENTRE,
ONTARIO, CANADA.

ROBERT FINLEY,
RT. 1, VERA BEACH, FLA.

STELLA PARIS,
34581 CHESTNUT ST,
WAYNE, MICHIGAN.

CAROLE ANNE BAILEY (AGE 12)
CORPUS CHRISTI, TEXAS.

JOYCE PARENT,
110-05 ATLANTIC AVE.,
RICHMOND HILL 18, N.Y.

MARY LOU LOY,
BOX 386,
ANTLERS, OKLA.,
% BERRY-LOY HDW.

MARY BUCKLEY,
2424 HALSEY ST.,
BRONX 61, N.Y.

DONNA BURCH,
CEDAR VALE,
KANSAS,

BILL JONES,
JEFFERSON,
GEORGIA,
(AGE 12)

ANITA
HARPER
(AGE 10)

PEGGY McNICHOLAS AND
MARY LOU McNICHOLAS,
8160 RACINE AVE.,
CHICAGO 20, ILLINOIS.

LINDA BRADSHAW,
13 WARREN ST.,
WALTERBORO, S.C.

TINY CONKLIN,
CAHTON, N.Y.,
R.F.D. #2.

JANET LEHMANN,
2219 CLARK AVE.,
BURBANK, CALIF. (AGE 13)

BEVERLY SAWYER,
250 N. LAKE ST.,
GRAYSLAKE, ILL. (11 YRS)

PAT ADAMS,
8153 FAIRVIEW,
LA MESA, CALIF.

MARY ANN FETCHO
586 WESTCHESTER H.,
BRONX, N.Y.

ROXANE BLUMBERG,
149 MORRIS PKWY.,
VALLEY STREAM,
LONG ISLAND, N.Y.

JOAN LULL,
3801 S. SANTA FE
ENGLEWOOD,
COLORADO.

BETTY HOLZSCHUH,
KENMORE 17, N.Y.

JOAN HOUSTON,
313 ALEXANDER AVE.,
BRONX, N.Y.

ALICE FAYE GREENEY,
HOUSTON, MISSOURI.

NINA WATTS, (AGE 14)
1266-A UNION ST.,
HUNTINGTON, W. VA.

MILDRED WILLIAMS,
512 ARTHUR ST.,
DAYTONA BEACH, FLA.

LOGIE KAPUSTKA,
MIDDLETON, MICH.
BOX 194 (AGE 13)

RITA MAISHALOU,
39 WEST 61 ST.,
NEW YORK, N.Y.

GWEN QUALEY,
5 PALM COURT,
ISLE OF PALMS,
SO. CAROLINA.

JACQUELINE CARL,
424 N. 23 RD. ST.,
E. ST. LOUIS, ILL.

LOIS ZIMMERMAN,
608 MONTGOMERY ST.,
BROOKLYN 25, N.Y.

LOIS LOCKHART,
112 SO. HOLLY AVE.,
COMPTON, CALIF.

BEVERLY ANN FROMM
410 CRAWFORD AVE.,
ALTOONA, PENNA.

SHIRLEY JANET GROGAN,
CLARKSBURG, TENNESSEE
(AGE 11)

CONNIE WESTERGAARD,
231 EAST LINDEN,
SHREVEPORT, LOUISIANA.

PATRICIA BOURREAUX,
401 CEDAR CREST CT.,
LAFAYETTE, LOUISIANA.

NANCY POGGEMEYER,
750 LOUISIANA AVE.,
PERRYSBURG, OHIO.

CAROLINE DUBE,
216 WOBURN ST.,
READING, MASS. (AGE 11)

JOYCE ROSENTHAL,
8301 CORNELL,
UNIVERSITY CITY, MO.,

SHELBY JEAN ASHER,
MAPLESVILLE, KY.,
(AGE 14)

CARAZON PARLADE,
LIGAO, ALBAY,
PHILIPPINES.

ELAINE MOORE,
5000 W. COMMERCE,
SAN ANTONIO 7, TEX.

JUDY RICHARDSON,
BRISTO, TENNESSEE.

PATRICIA LYNCH,
460-68 ST.,
BROOKLYN 20, N.Y.

AMELIA DE LA FUENTE,
461 VERDAD SAMP,
MANILA, PHILIPPINES.

MARSHA FANSKY,
210 E. 68TH TEN,
KANSAS CITY, MO.

KITTY YOUNG,
EMORY,
VIRGINIA.

MARILYN STEEN,
2324 LAFAYETTE AVE.,
BRONX 61, N.Y.

HAURE BOUCHER,
ANTIGANISH COUNTY
NOVA SCOTIA, CANADA.

WANETA COX,
306 W. RIDGE RD.,
HOBART, INDIANA



STAR GOWN ABOVE DESIGNED BY THE READERS WHOSE NAMES ARE LISTED ABOVE. THANKS TO ALL!
HOW ABOUT ALL THE DESIGNERS ABOVE WRITING TO EACH OTHER? TELL THEM YOU SAW THEIR NAME!!!



KATY! I'VE GOT A NEW BOY FRIEND!



YOU HAVE? HOW NICE! WHAT'S HE LIKE?

UM-HMM!
AN' IS HE ONLY NICE
-- (SIGH)

SIS'S SLACK SUIT and BEANIE by SUZIE CRAMER, FORKED RIVER, NEW JERSEY (AGE 9)



HE WORKS IN THE **SWEET SHOP** DOWN THE STREET AND IS HE ONLY A SWEETIE-PIE -- EVERY **POUND** OF HIM! (SIGH)



YOU WOULD PICK A BOY FRIEND FROM A **SWEET SHOP** -- WHAT'S HIS NAME? HE MUST BE **CHUBBY** IF YOU LIKE EVERY **POUND** OF HIM!

by PATTY DILGER, LONG BRANCH, NEW JERSEY



THAT'S HIS NAME. **CHUBBY CHUCKLES** AN' HE'S GOT A DATE AT EIGHT TONIGHT -- OKAY, KATY?



A DATE AT **EIGHT** -- WITH **YOU**? WHY THAT'S YOUR **BED-TIME**, SIS! I'M AFRAID IT IS **NOT OKAY**!





K.O.'S BOXING GLOVE NECKTIE by TRUDY HOLZ, 282 BROADWAY, PATERSON 1, NEW JERSEY





* KATY KEENE APPEARS IN ALL FOUR OF THESE ARCHIE COMIC PUBLICATIONS !!





PAJAMAS ON SIS by EVELYN SHON, 45 MOUNTAIN AVE., DORCHESTER, MASSACHUSETTS.



KATY'S DRESS by EMILY FRANCES CROPPER, N. CLAIRMONT DR + PARKWAY, SALISBURY, MARYLAND.





KATY'S PAJAMAS by CASIE WILSON, 801 GRANT AVE, EL CAJON, CALIF. 7



Katy Fashions



HAT by
MARY RUSSELL,
(AGE 11)
939 EASTWOOD,
CHICAGO 40,
ILLINOIS.



HAT +
SUIT by
CAROL SWIFT, (AGE 12)
5926 SONOMA HWY.,
SANTA ROSA, CALIF.



SHOES by
MARILYN SWEENEY,
421 N. WALLACE,
INDIANAPOLIS, INDIANA



by BUNNY HOWARD,
P.O. BOX 413,
ST. ALBANS,
VERMONT,
(AGE 12)



by CAROL SMITH,
600 S. KENNETH,
CHICAGO, ILL.

by VICKI GEREMONTE,
73 WEST 54TH ST.,
BAYONNE, N.J.



by JOSEPH KRUSZEWSKI,
241 ORANGE ST.,
READING, PENNA.



by
IRENE FALGE,
1218
ARDMORE RD.,
DETROIT 21,
MICH.

by
LOUISE M.
KAUPES,
279 MARION ST.,
BROOKLYN 33,
NY.



by
NANCY
PETERS,
REVERE, MASS.
(AGE 10½)



by MISS DARREL BRAND,
39-11-48TH ST.,
LONG ISLAND CITY,
N.Y., N.Y.

FURS by
JUDY M. VASSER,
288 SO. RIDGE RD.,
SAN FRANCISCO, CALIF.

DAISY SWIM SUIT by
JOY EIKAM, 442-29TH ST.,
BETTENDORF, IOWA.

by MILDRED WILLIAMS,
512 ARTHUR ST.,
DAYTONA
BEACH,
FLA.

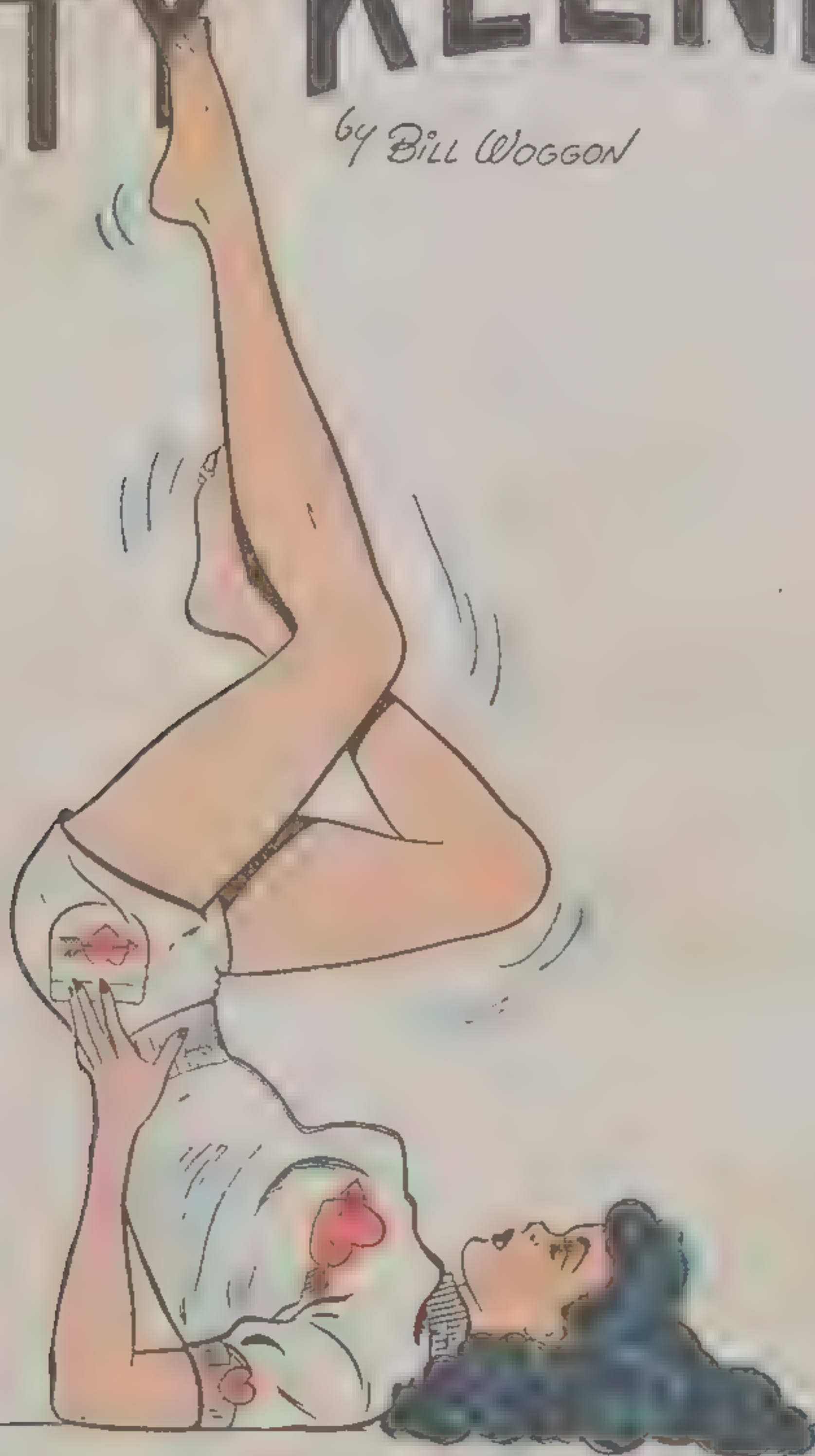


by EARL MAY
44185 E. 76TH,
PORTLAND,
OREGON.



KATY KEENE

by Bill Woggon

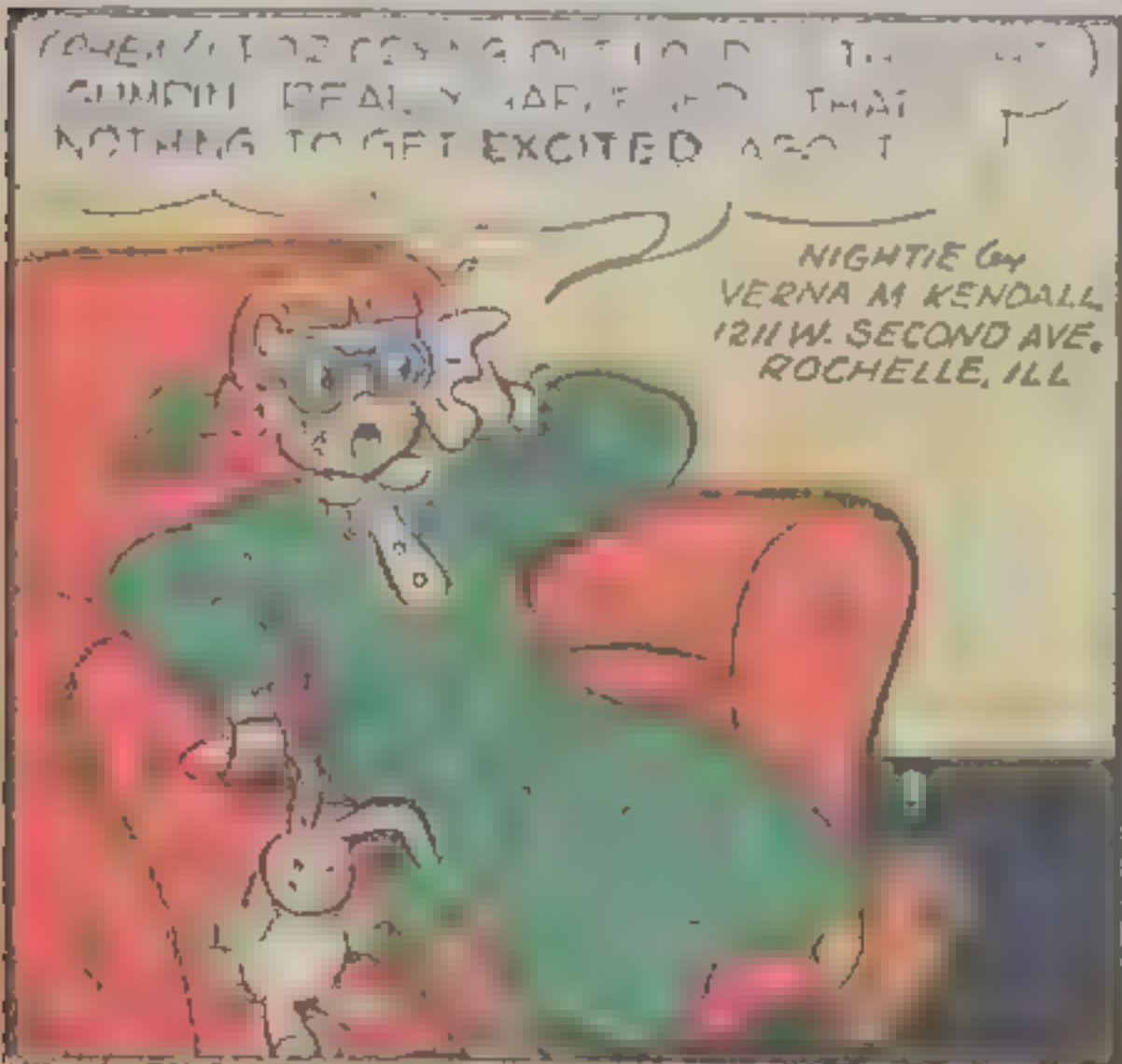


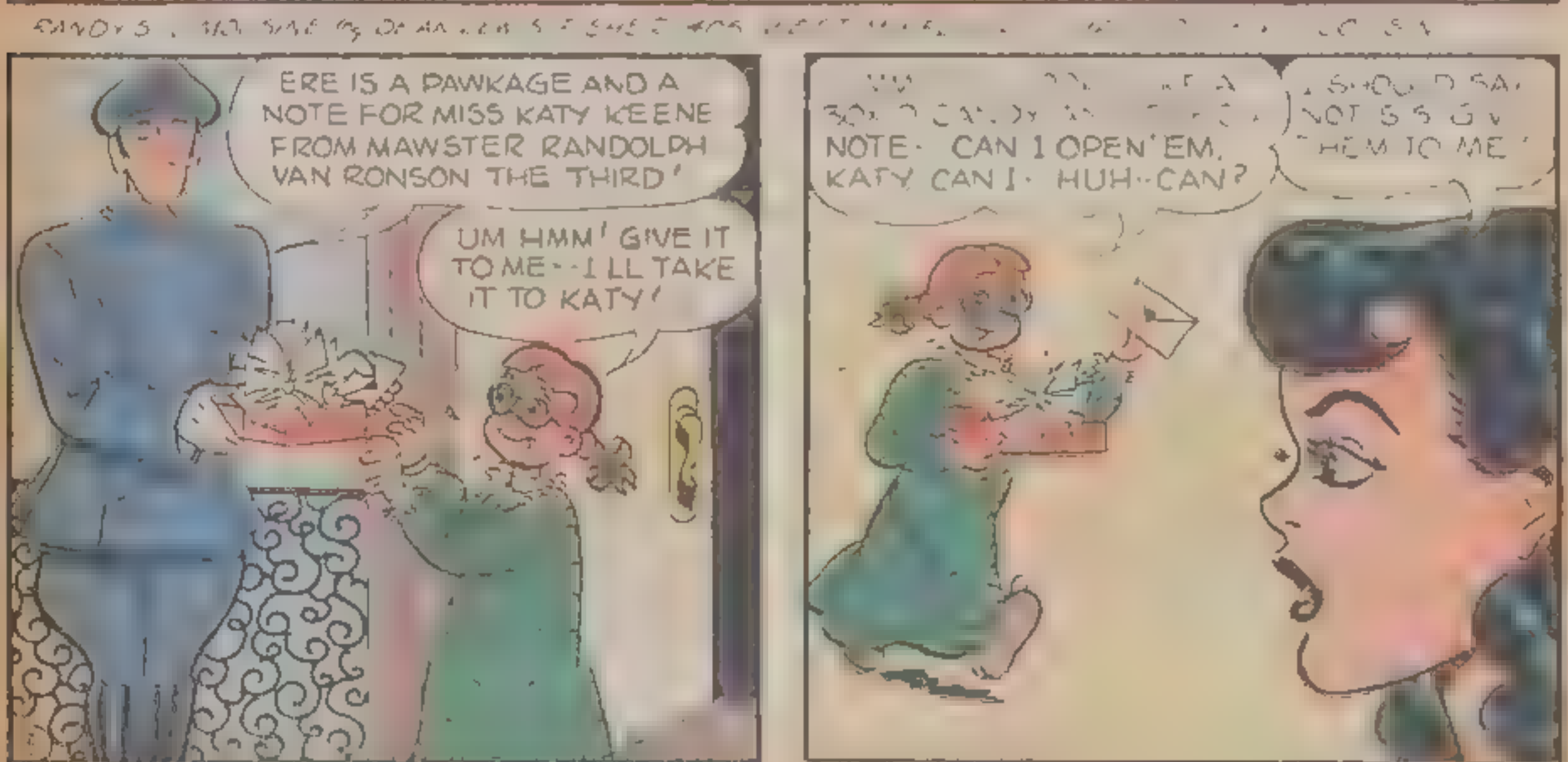
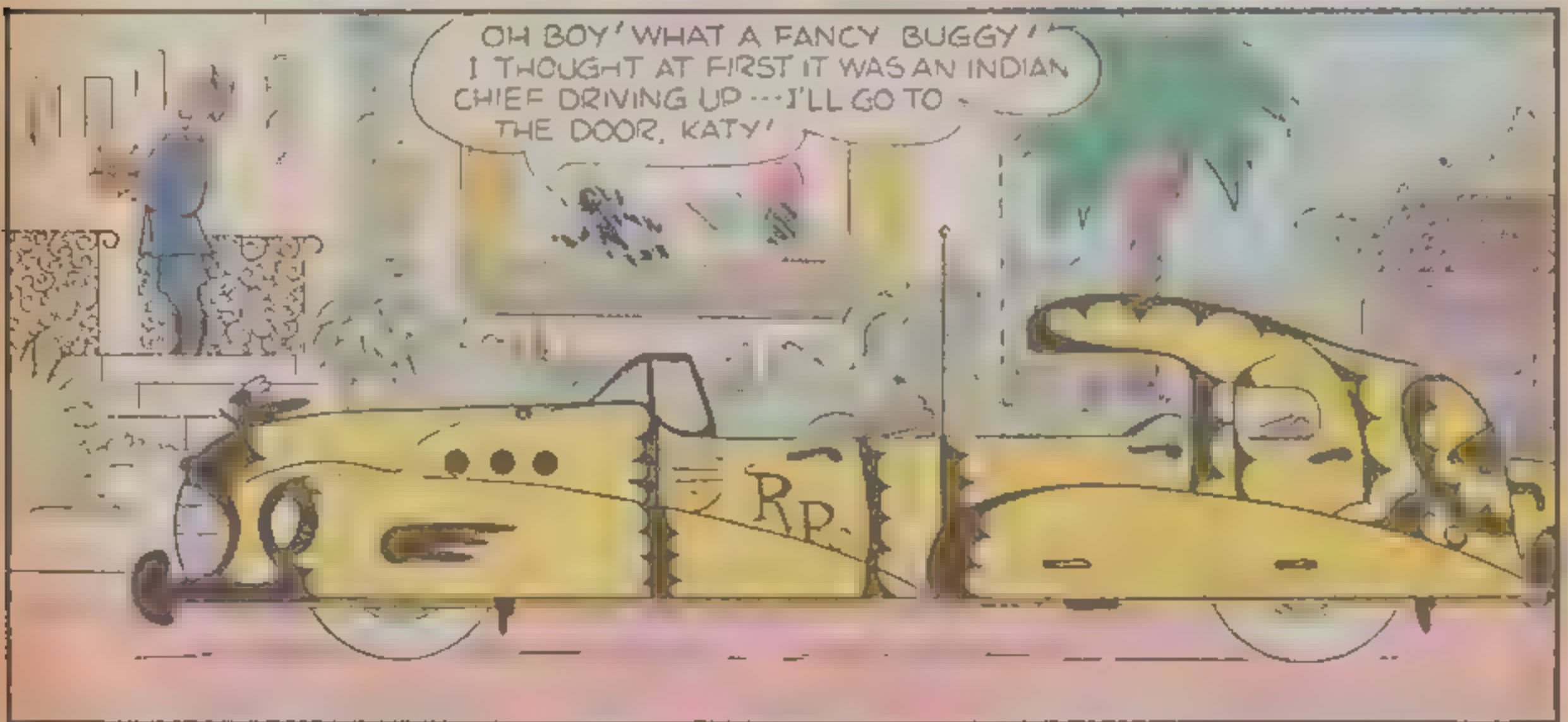
KATY'S HEART PLAY SUIT by WOODWARD, RT #1, CEDAR, MINNESOTA

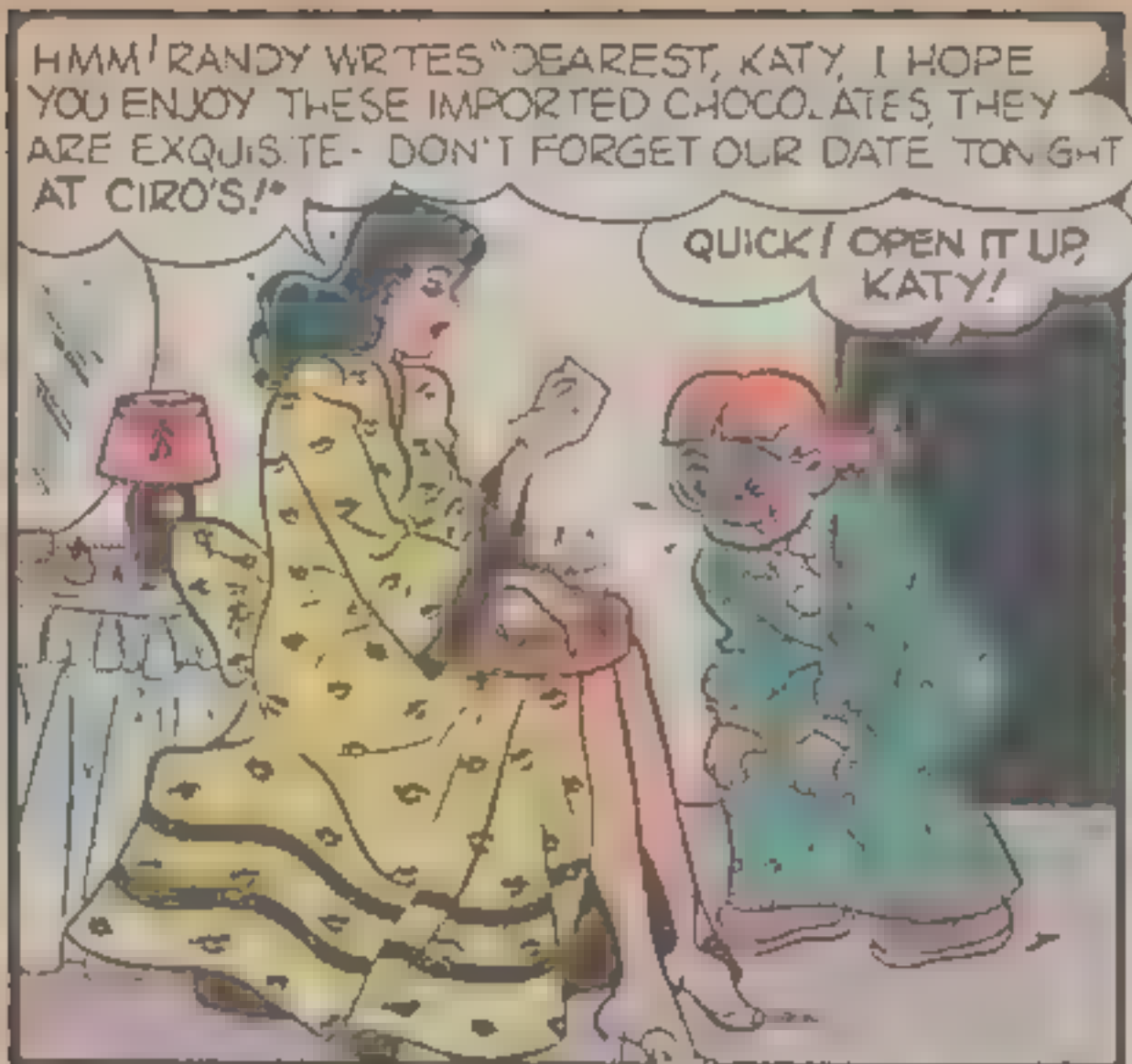
SAVE THIS PIN-UP OF KATY FOR YOUR COLLECTION! DON'T FORGET KATY APPEARS IN HER OWN MAGAZINE PLUS DEP, WILBUR, LAUGH AND 5 2-COMIC BOOKS ALL NEW AND DIFFERENT STORIES! ALL ARCHIE COMIC PUBLICATIONS!



KATY'S ROBE AND POSE by LARRY NDM, 1939





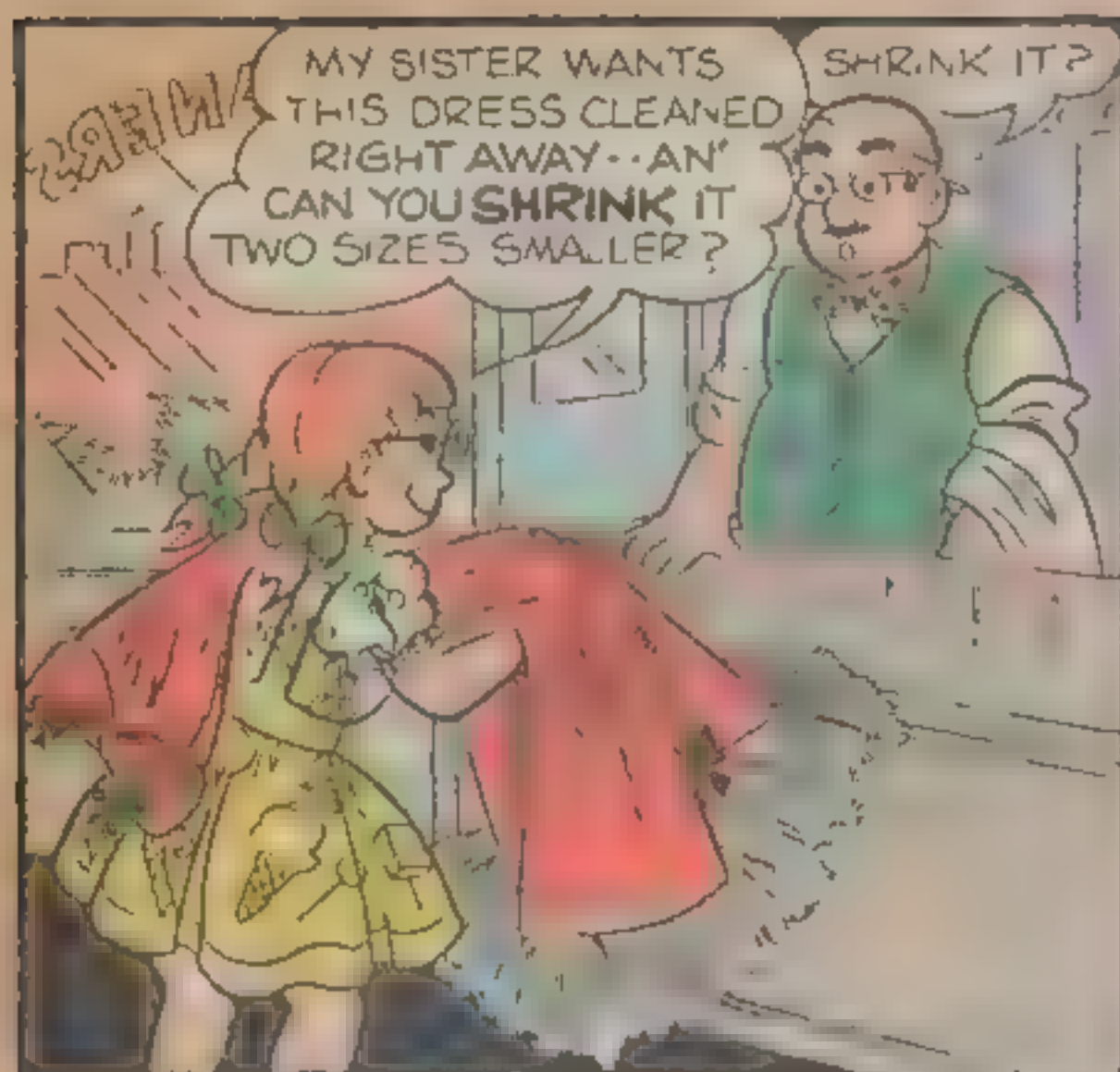


POLKA DOT GOWN BY LUCILLE MCKLAS 516 RIGA PLACE EAST CHICAGO INDIANA



GOWN BY SHIRLEY BYUS 1205 W BERRY FORT WAYNE INDIANA, AGE 14





CANDY DRESS ON S.S. by SANDY WEBER 111 MAINE RD. BRUNSWICK, N.H. 03815 (AGE 21)

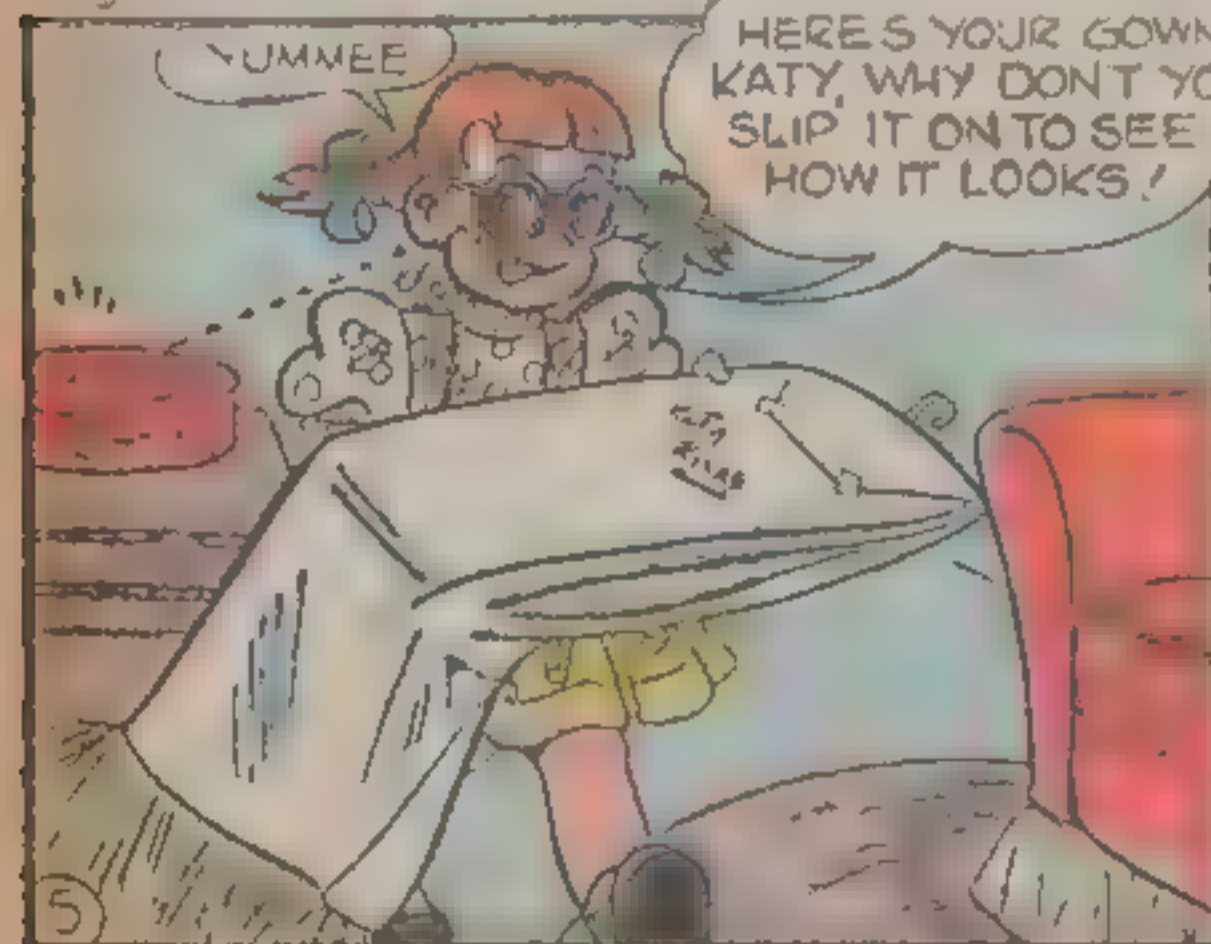


KATY'S SLIP by KATHRINE BLODGETT (AGE 9) 280 GREENWOOD RD, PORTLAND 1, OREGON

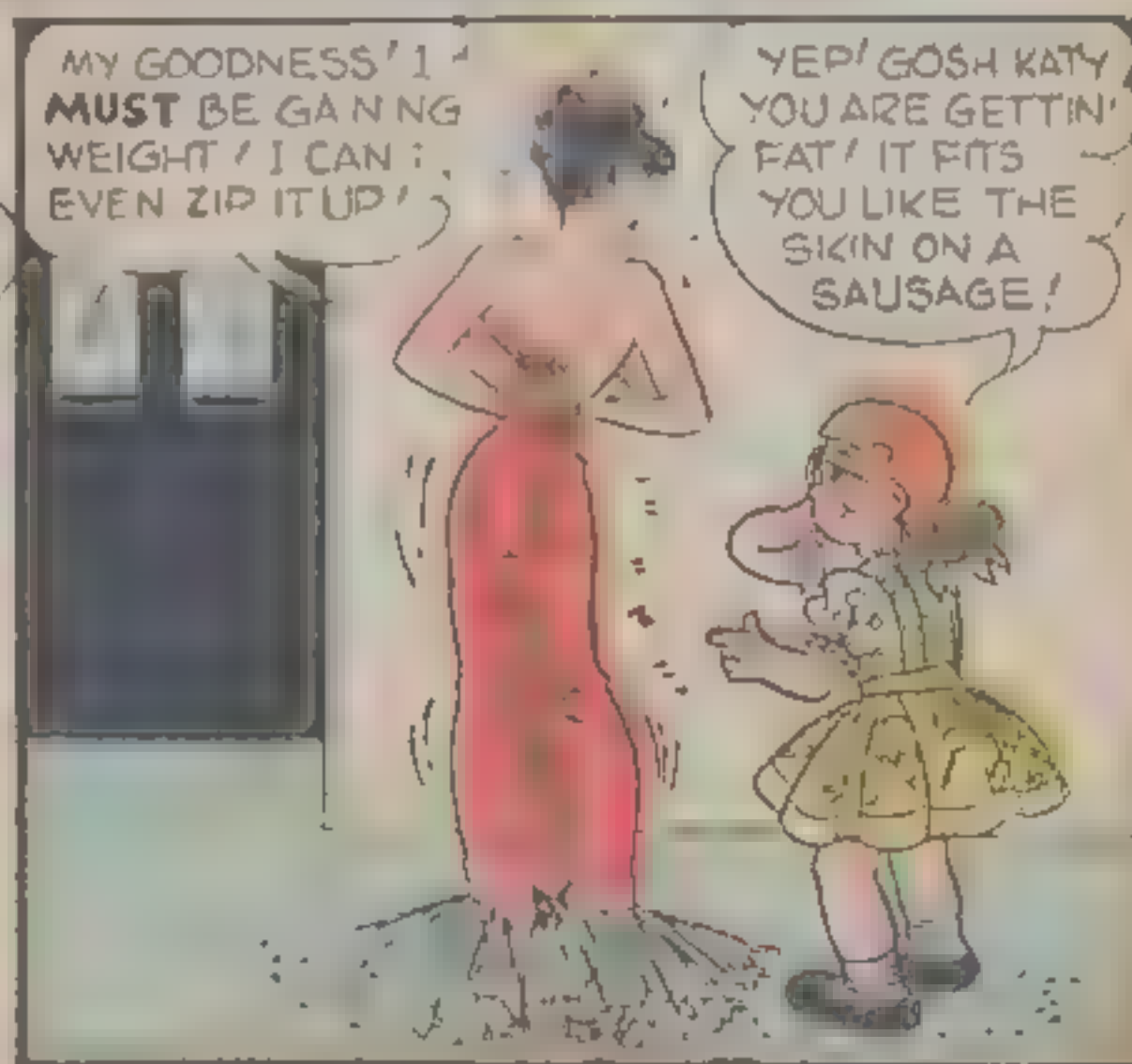


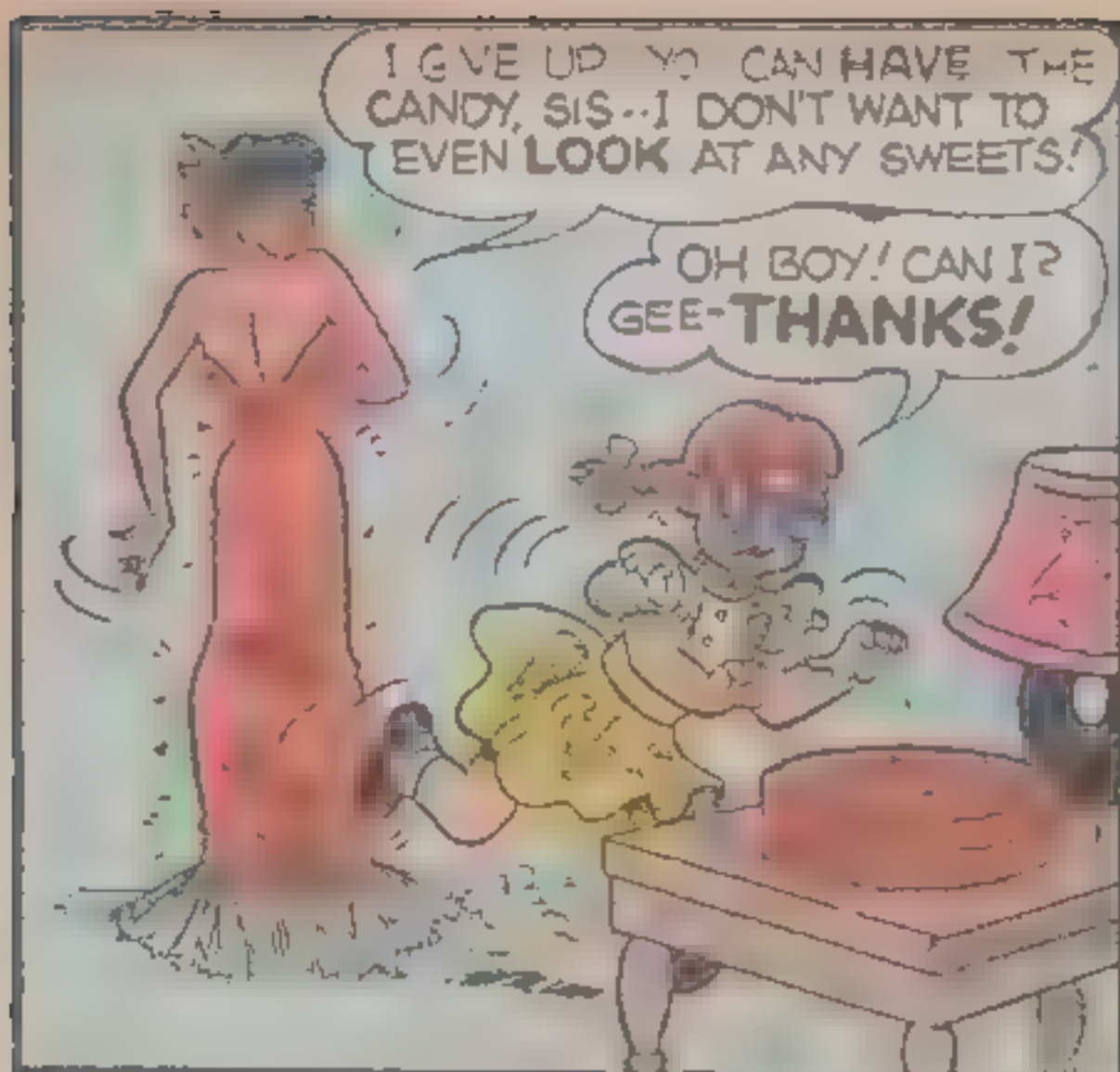
HAND BAG by ALYSSA F. NA. 10122 MT. VERNON

And so Sis picks up Katy's gown and returns with it... a gleam still in her eye for the imported chocolates...



HERE'S YOUR GOWN, KATY, WHY DON'T YOU SLIP IT ON TO SEE HOW IT LOOKS!

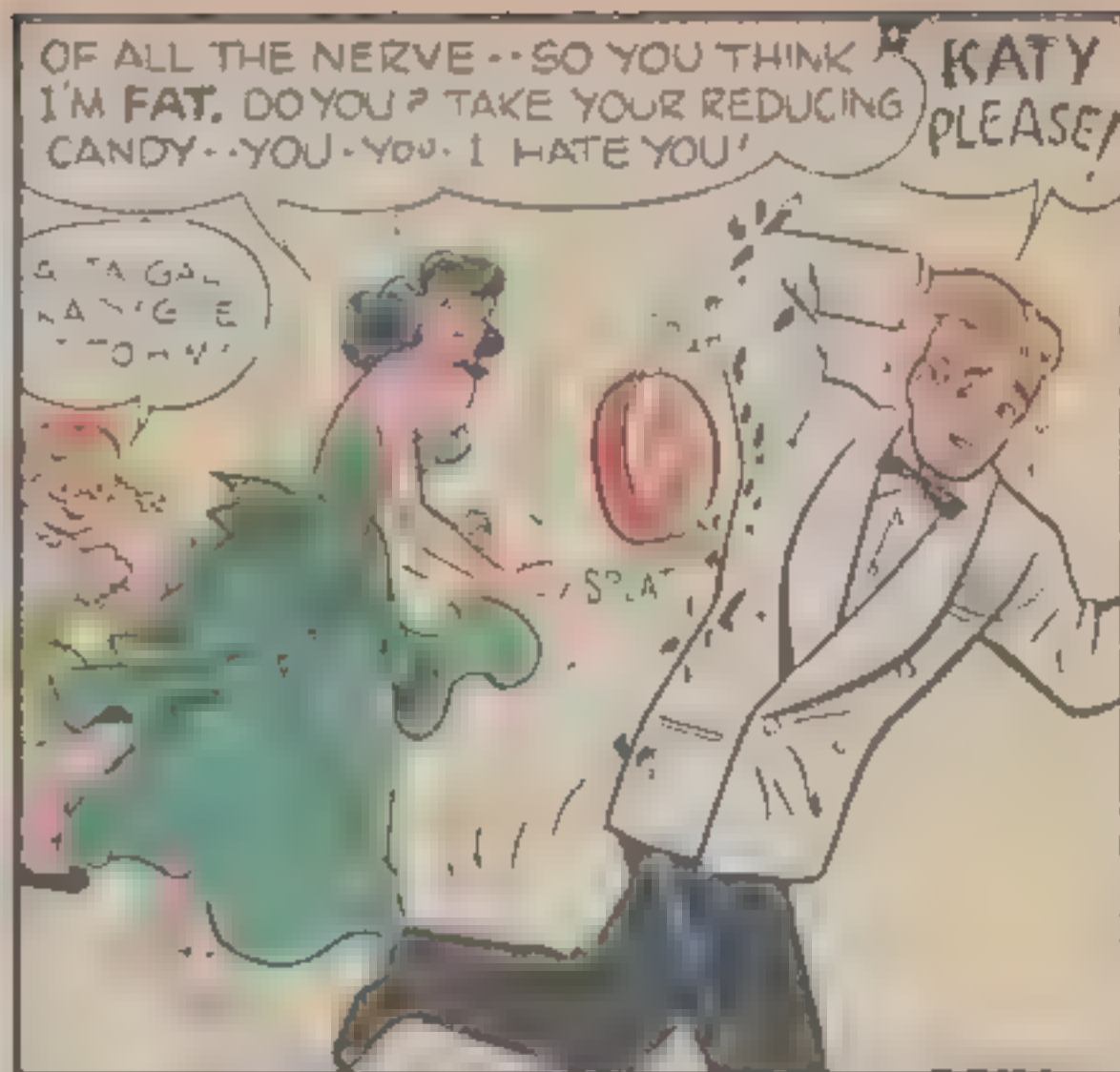
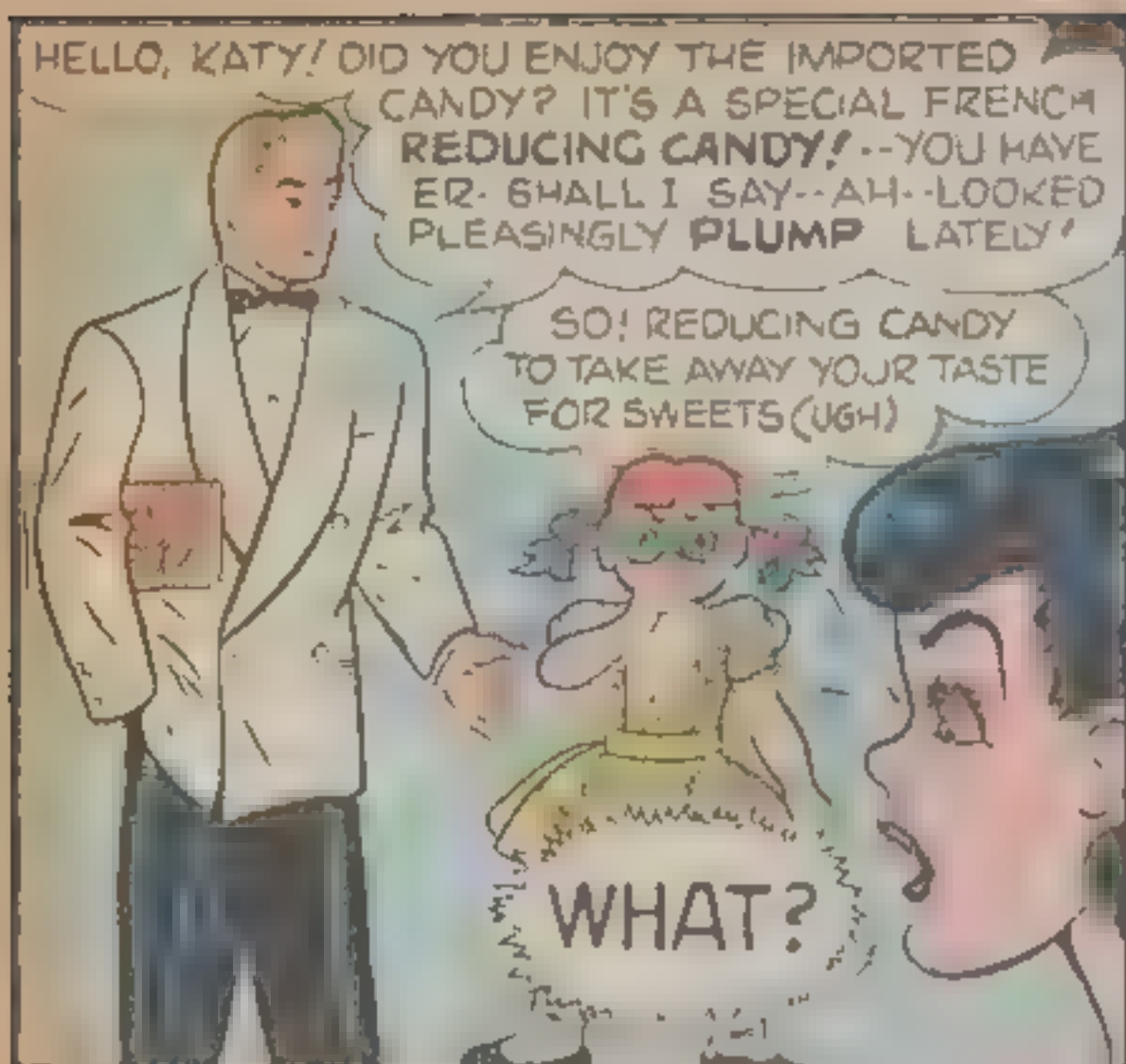




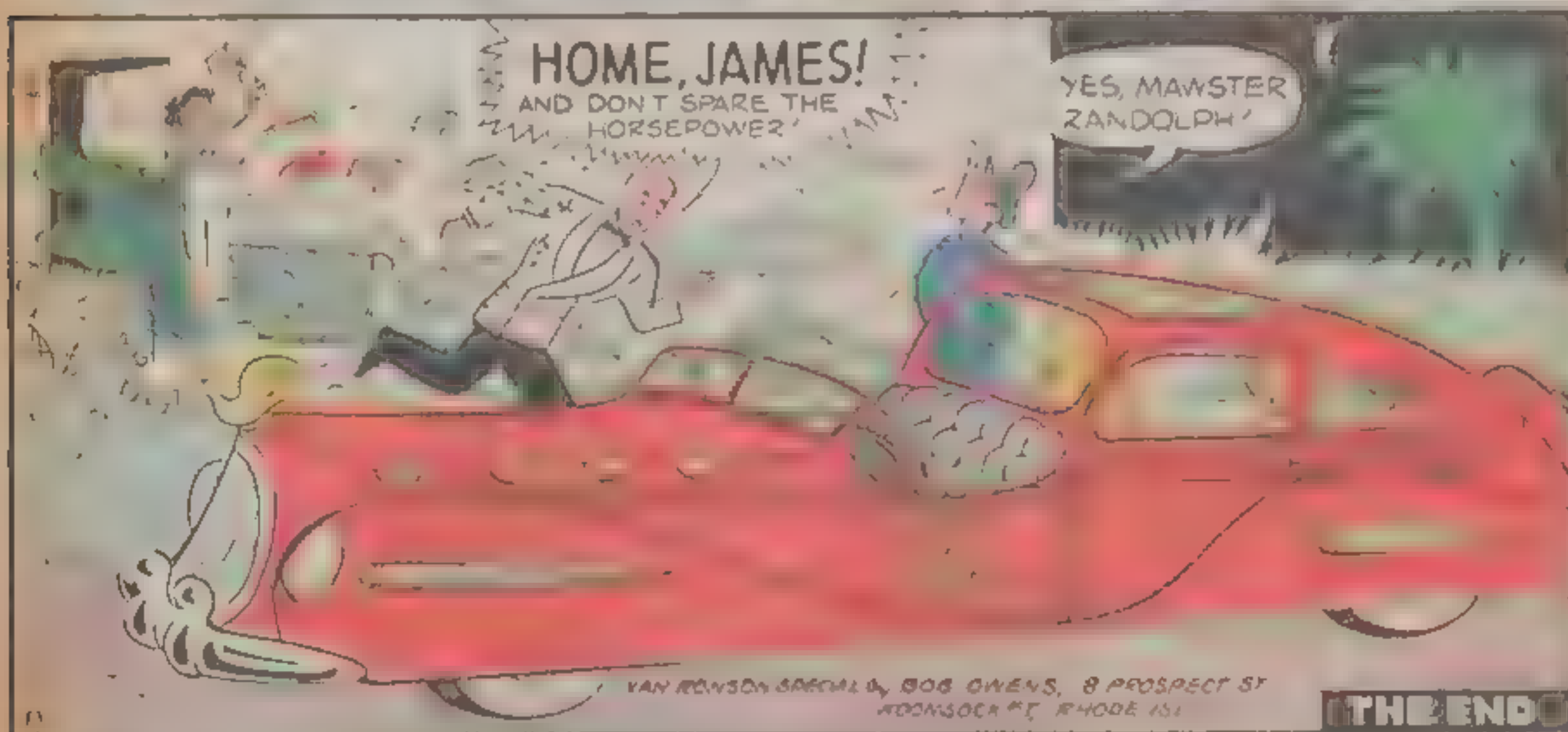
CANDY DRESS QLS 5 1/2 SANDY WESSER MAINE RT BROOKLAND NJ AGE 12



FORMAL by
PAT WERPETHYNSKI,
3551 SO. 25TH ST.,
OMAHA, NEBR



RANDY'S OUTFIT BY SUZANNE E SENBERG 2909 CLEMENTS ST. 2ND FLOOR NEW YORK, N.Y. 10027



THINK OF HOW MUCH FUN YOU CAN HAVE!

THINK OF ALL THE HOUR-LONG LAUGHS YOU CAN HAVE!

THINK ABOUT IT AND YOU'LL BUY...

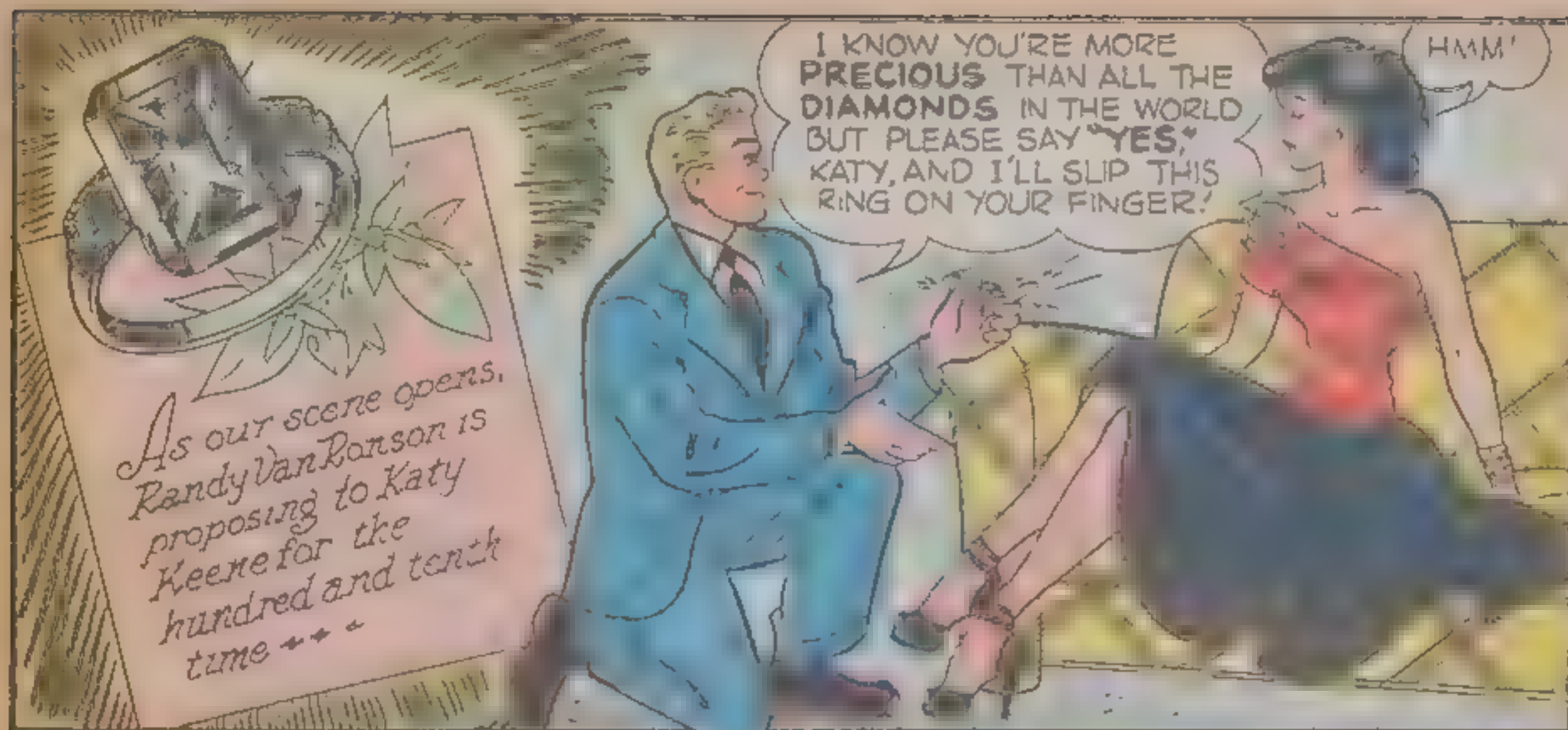
Laugh

KATY KEENE

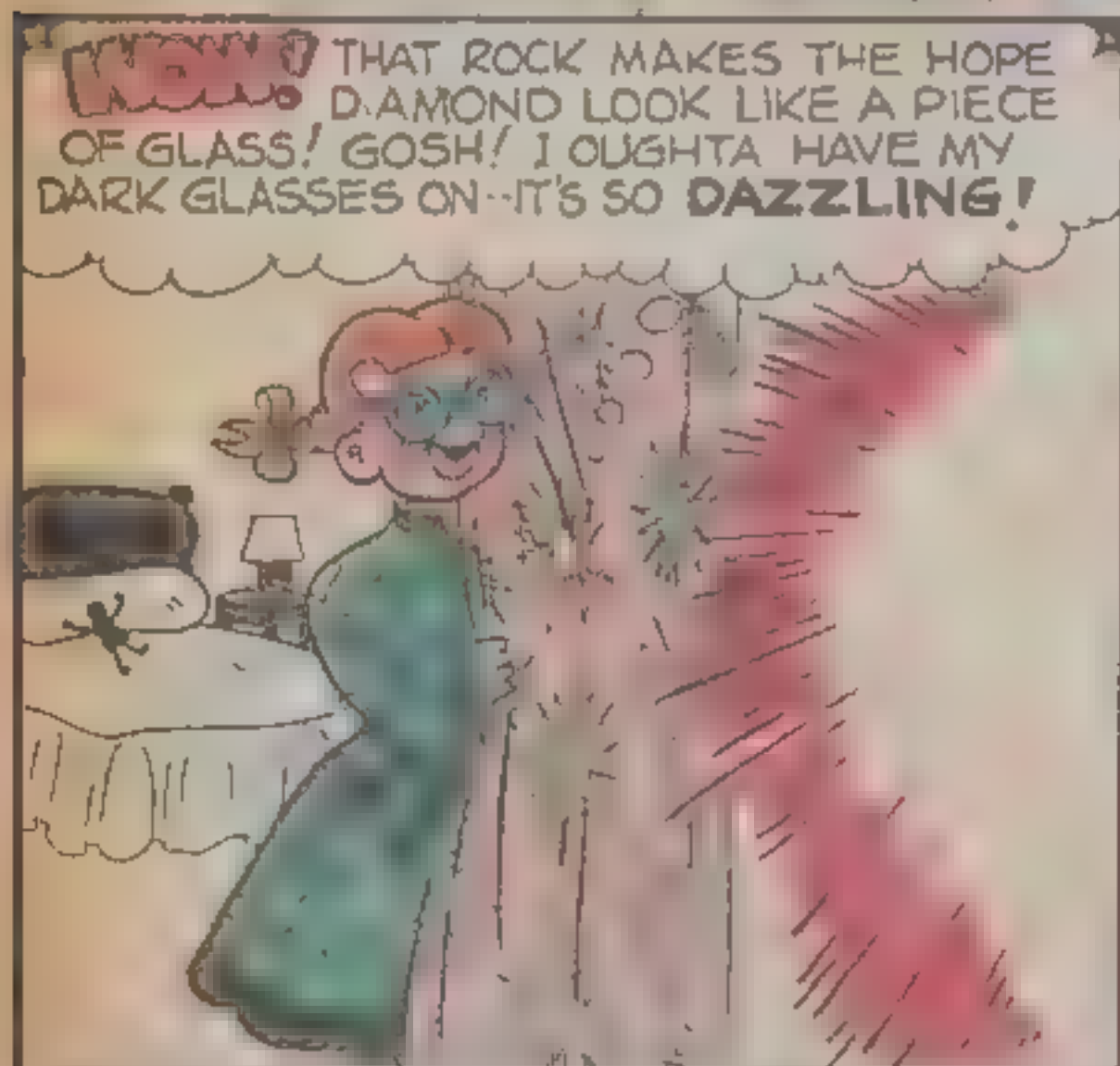
By
Bill WOGGON



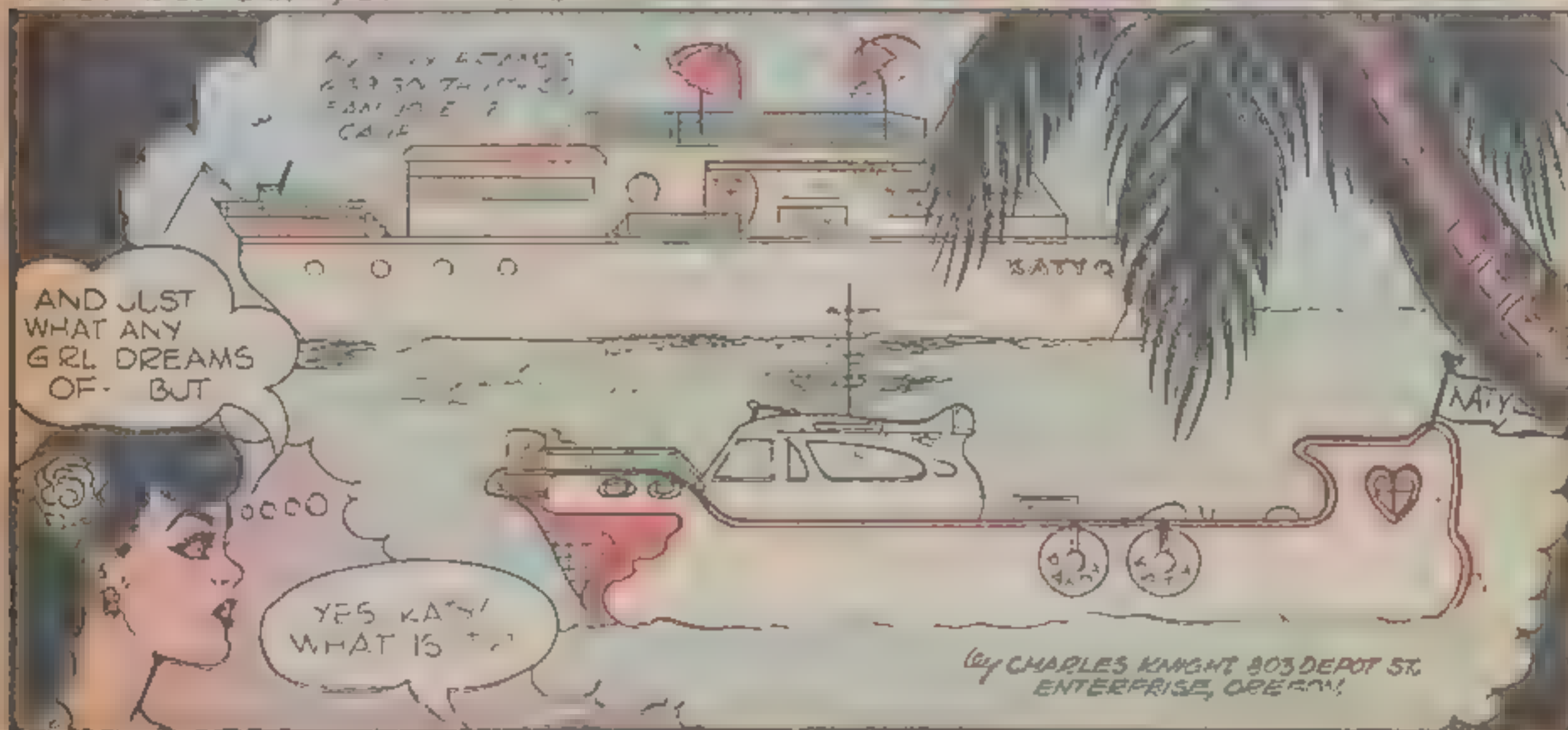
HAIR STYLE AND EARRING DESIGNED BY KAYE HADLEY, P.O. BOX 1345, PORTERVILLE, CALIF.
SAVE THIS PIN UP OF KATY FOR YOUR COLLECTION! START A KATY KEENE FAN CLUB IN YOUR NEIGHBORHOOD!
DON'T MISS A SINGLE STORY OF KATY IN HER OWN BOOK PLUS DEB, WILBUR, LAUGH AND SUZIE COMIC BOOKS!!

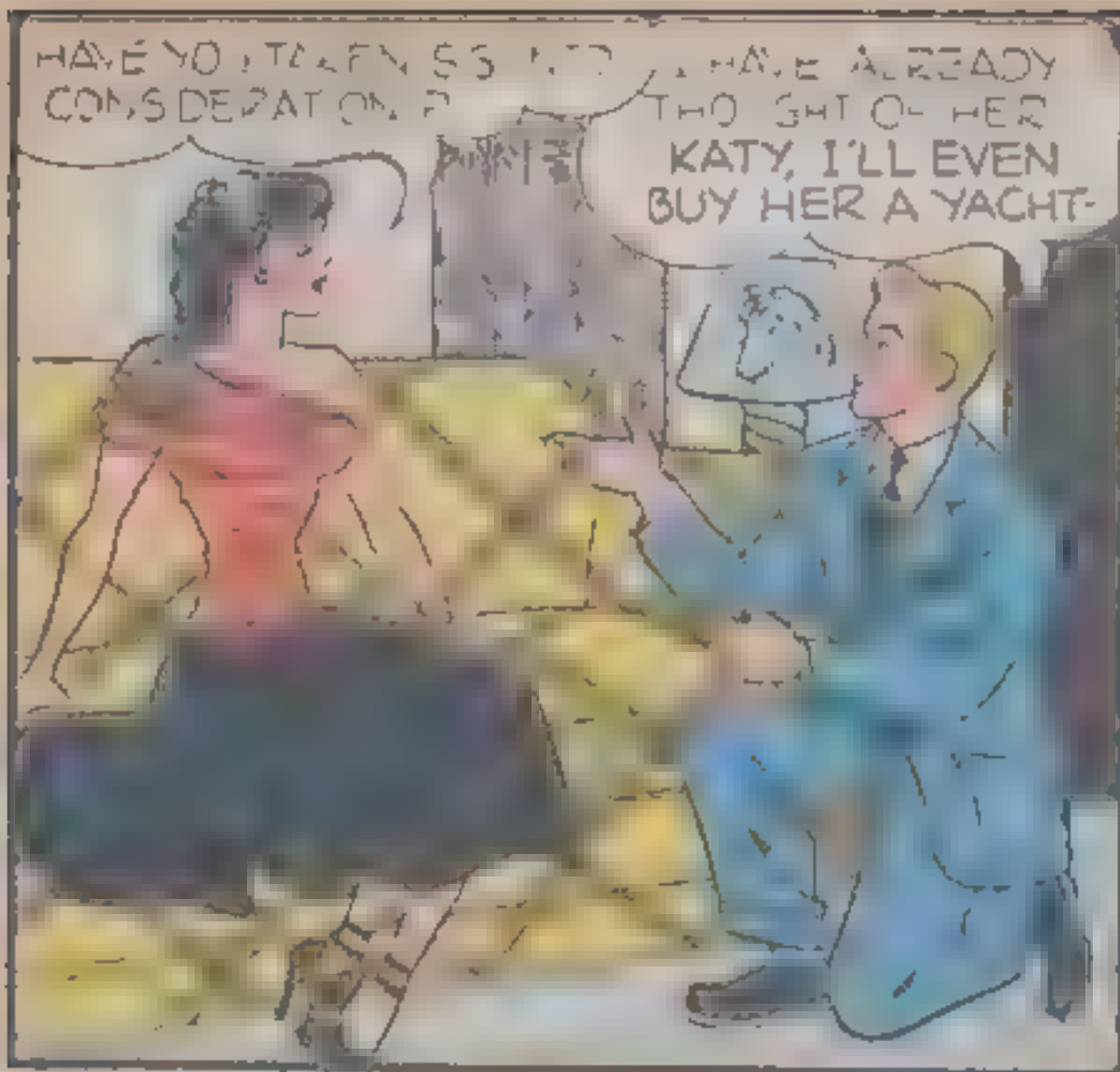


KATY'S BLOUSE + SHOES by LOUISE WEBER 28 HALBORV ST MANHATTAN 26 MASSACHUSETTS

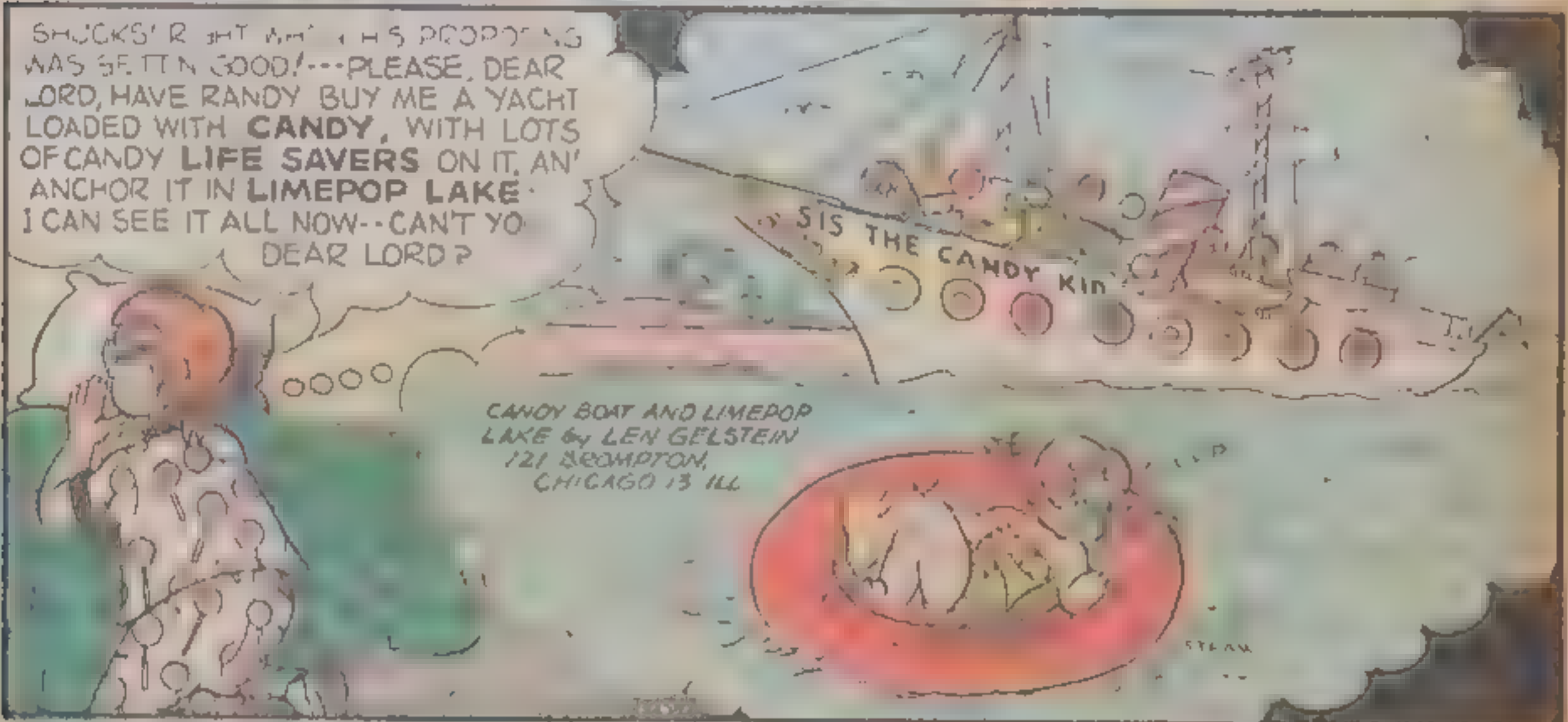


KATY'S HAIR + SKIRT by SUSAN WILDER 131 DOVER GREENWAY STEWART MANOR LONG ISLAND NEW YORK



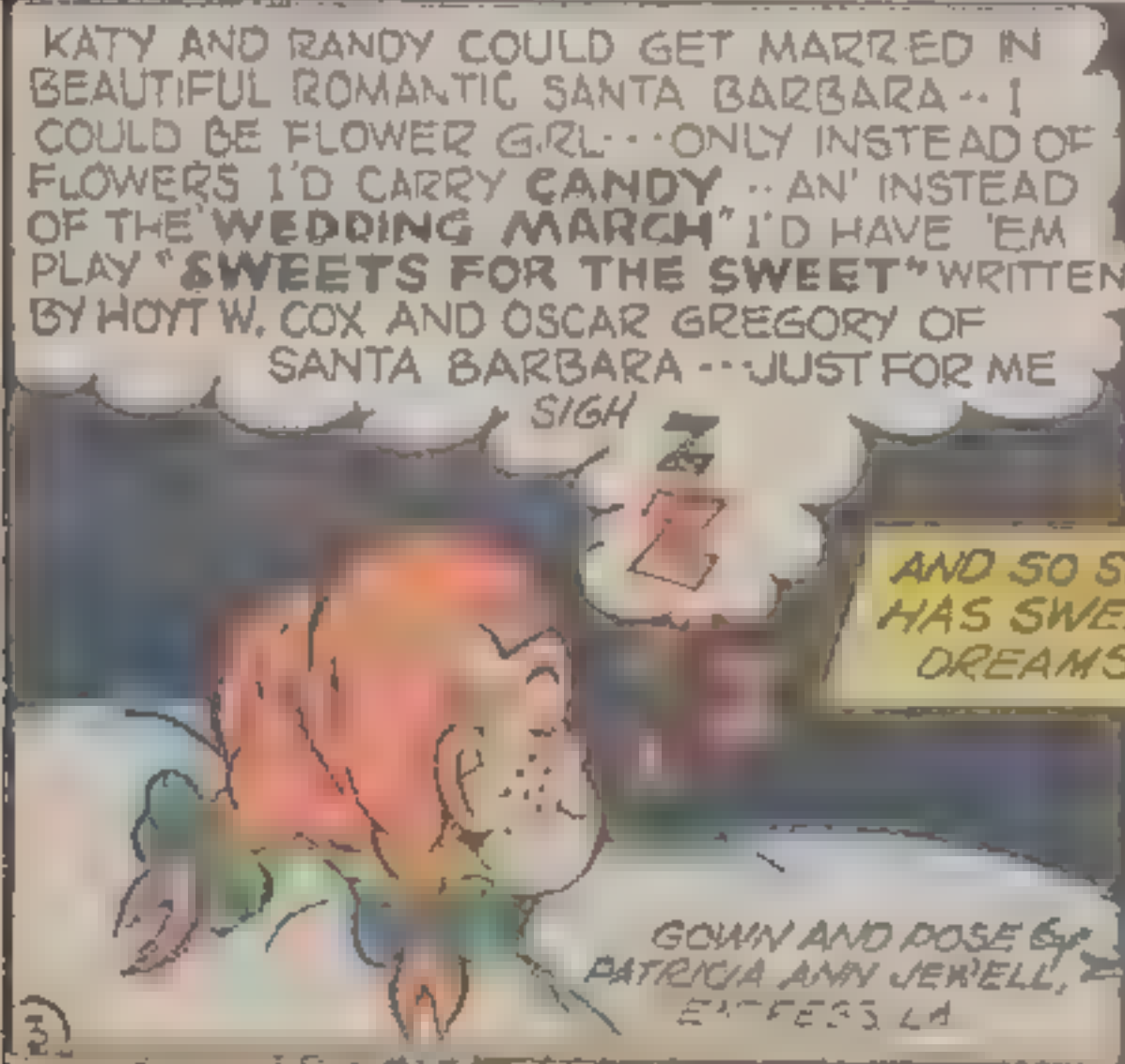


HEART ROSE ON 55 & LADA WOLF 87 - 77 ST QUEENS NY



CANDY BOAT AND LIMEPOP LAKE BY LEN GELSTEIN
121 BROMPTON,
CHICAGO 13 ILL

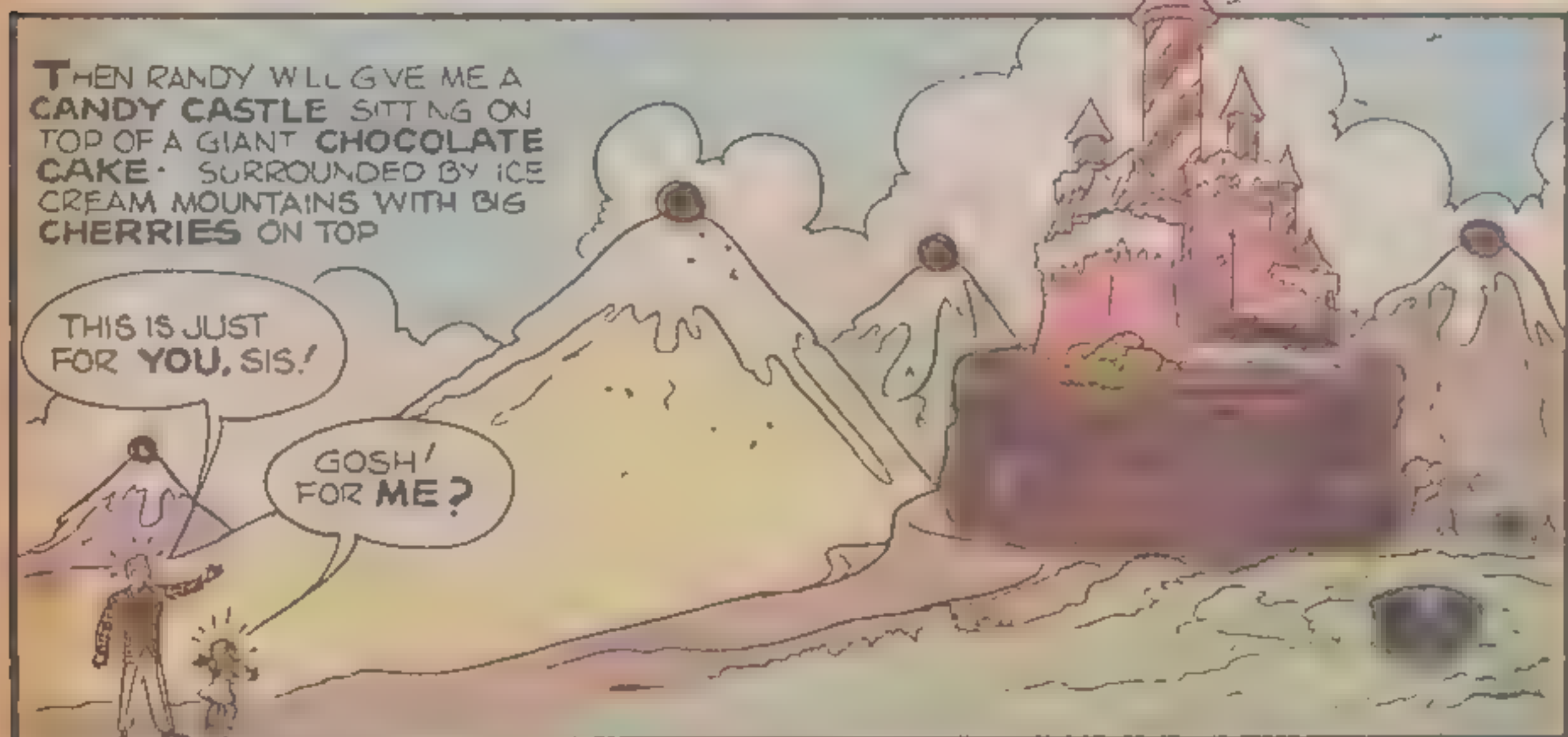
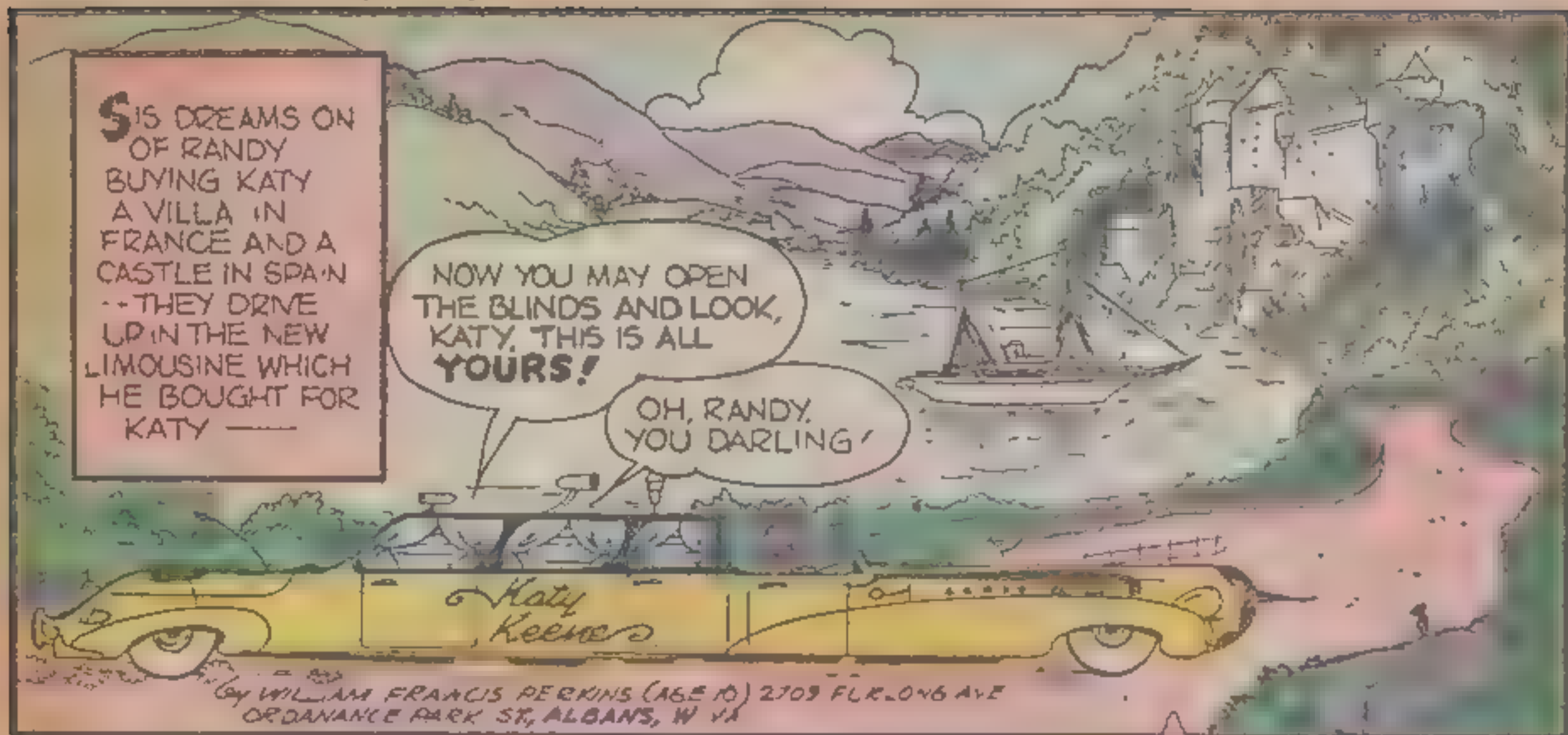
ALL DOG 2 2 W 45 1 SCHLESINGER, 542 W CALHOUN, 10000 1 C 44 BARBARA DAWNE KANSAS CITY 4 MO

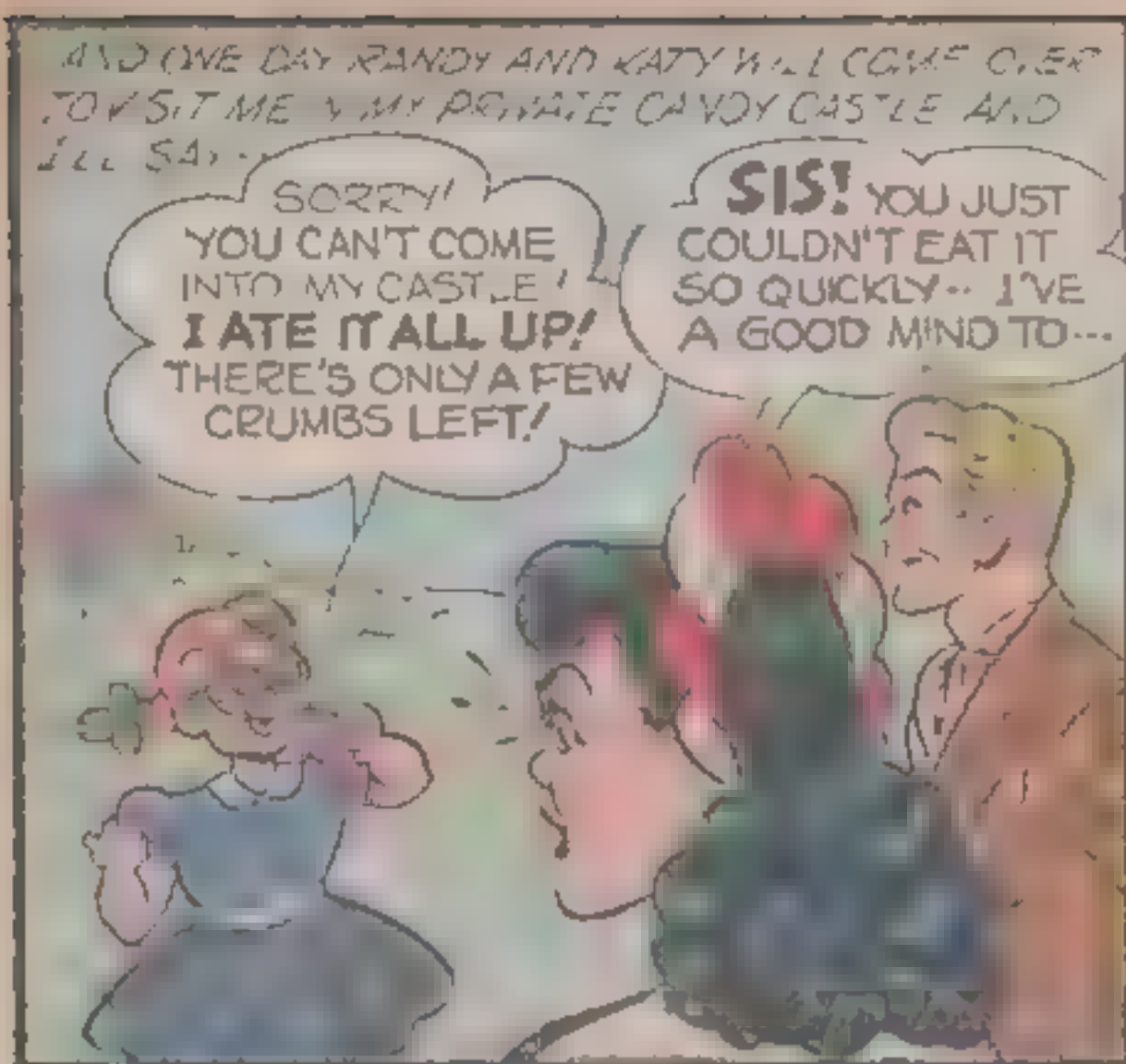


AND SO SIS HAS SWEET DREAMS

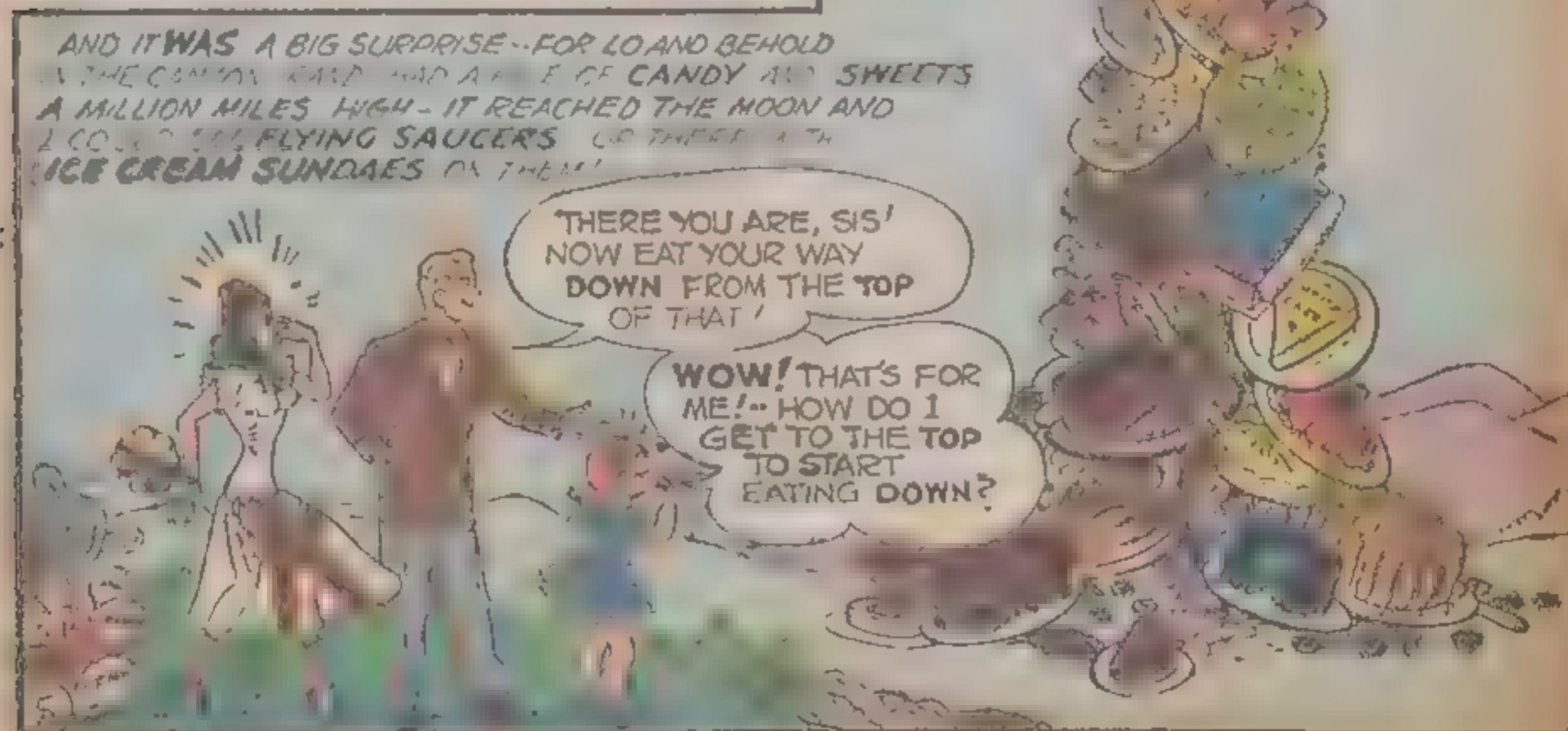
GOWN AND POSE BY PATRICIA ANN JEWELL, ENTERS LA







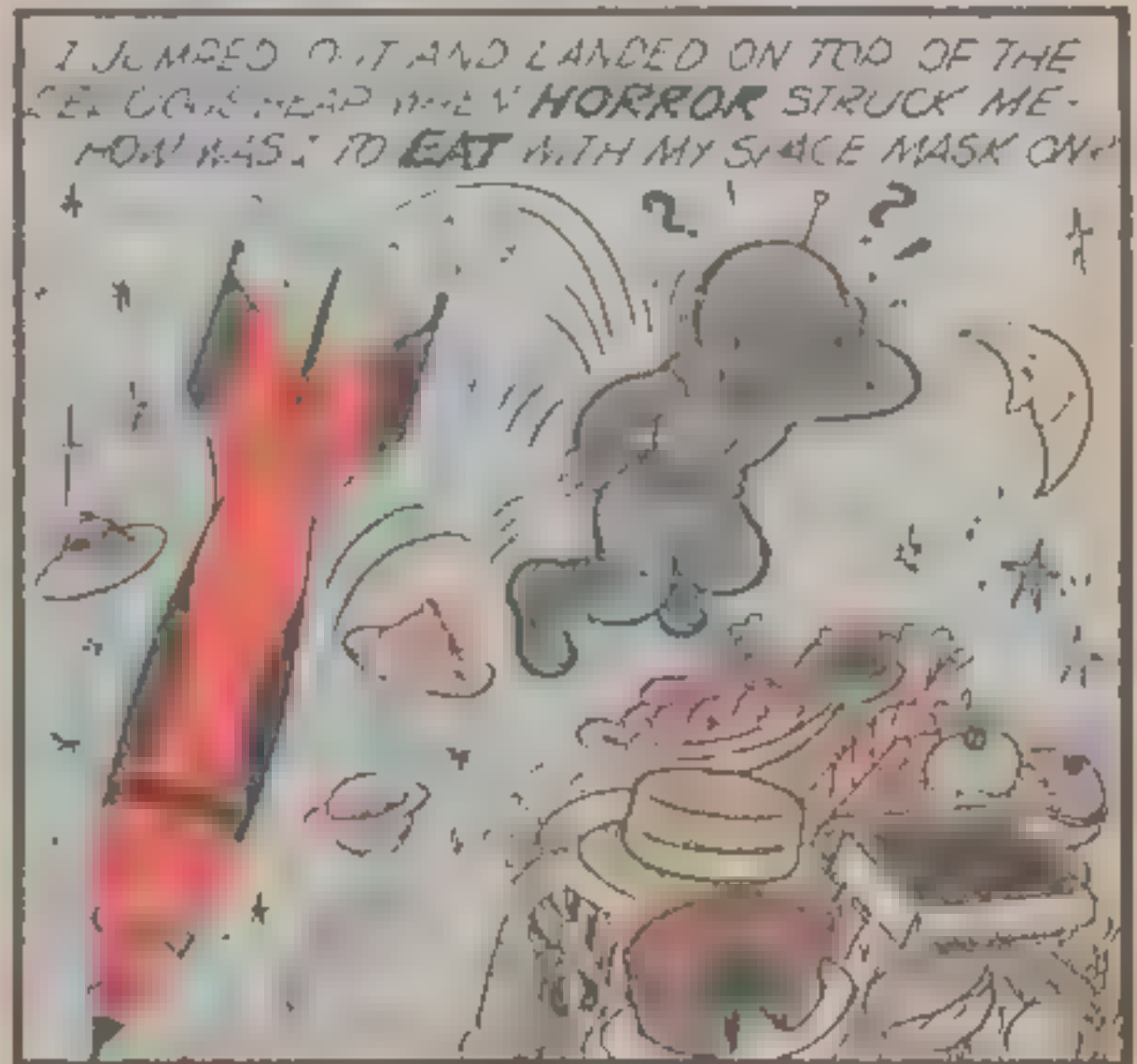
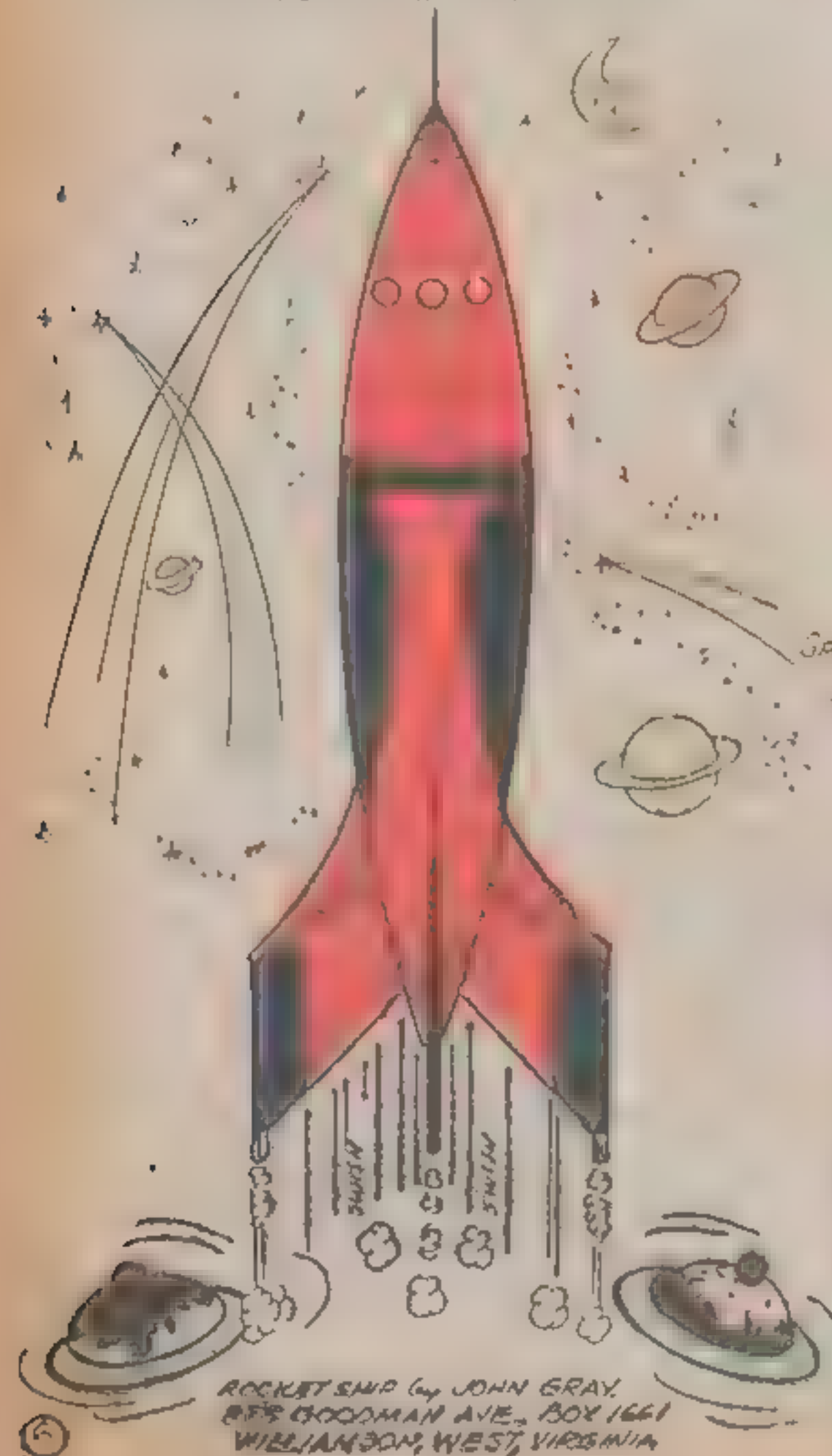
KATY'S DRESS ETC. BY TOMMY NELSON, 137 LAKE AVE., JEFFERSON, MISSOURI. RANDY'S SUIT BY MISS A. RAYMOND, HENNER & OLK'S HOSPITAL, ONE QUINCY ST., CHICAGO, ILL.





SIS'S DRESS by SHERYL MARSHALL (AGE 11) RT 3 BOX 430, BAKERFIELD, CALIFORNIA

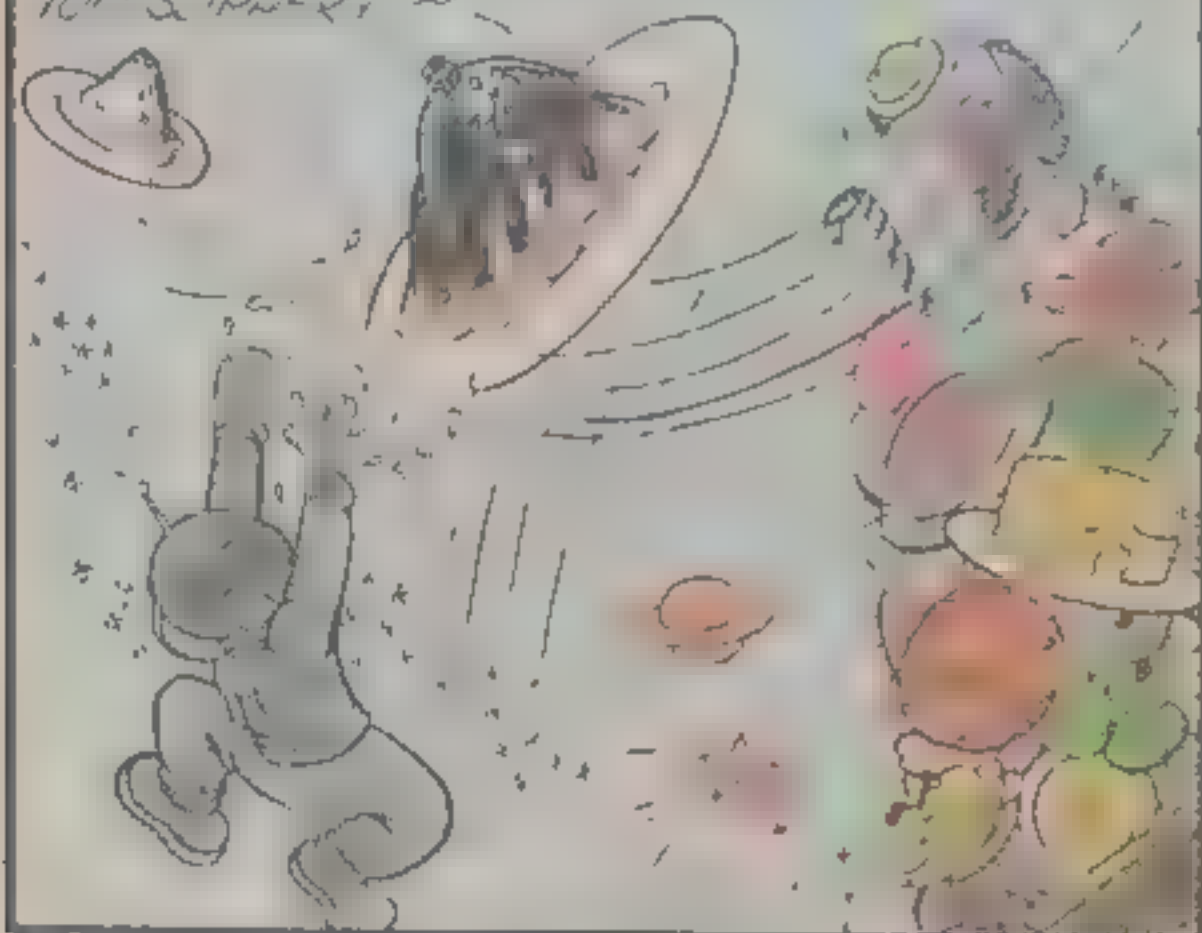
WE GOT IN RANDY'S ROCKET SHIP AND **ZOOM** WE STARTED UP. **UP-UP**. WE PASSED SOME OF THE FLYING SAUCERS LOADED WITH ICE CREAM ...IN NO TIME WE REACHED THE TOP



SPACE SUITS by LARRY JONES, RT 2 BOX 82 PORTERVILLE, CALIF



BEFORE I KNEW WHAT HAPPENED, I WAS FALLING INTO SPACE...I TRIED TO GRAB ONTO A FLYING SAUCER, BUT THE ICE CREAM WAS TOO SLIPPERY!



KATY'S NIGHTIE by SANDRA MCCOY THE NEW YORK TIMES

I TRIED YELLING FOR HELP, BUT MY VOICE HAD MUFFLED. THE EARTH LOOKED CLOSER CLOSER CLOSER I WAS GOING TO CRASH!



SIS! WAKE UP! WHAT ON EARTH ARE YOU DOING UNDER THOSE COVERS? I THOUGHT I HEARD YOU FALL OUT OF BED!



I'M SURE GLAD YOU SAID "NO" TO RANDY'S PROPOSAL, KATY! I COULDN'T KEEP UP WITH A GUY SO GENEROUS!

YOU COULDN'T



LOOK, KIDS! YOU CAN SEND FOR A PIN-UP and CUT-OUT SET OF SIS, THE CANDY KID!

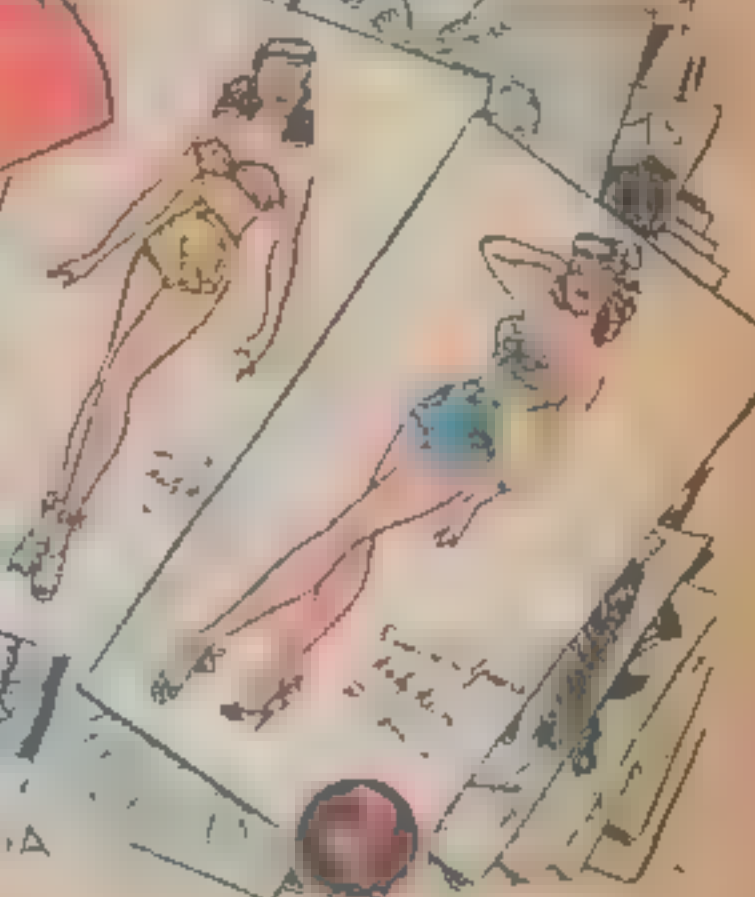


KATY KEENE

10¢

SEND FOR YOUR ORDER TO

KATY KEENE AT
GOGON WHEELS
SANTA BARBARA CALIFORNIA



KATY FASHIONS

COWGIRL HAT, SHOES & SKIRT by
JOYCE McDOWELL, 4501 FISHER AVE,
VIENNA, WEST VIRGINIA

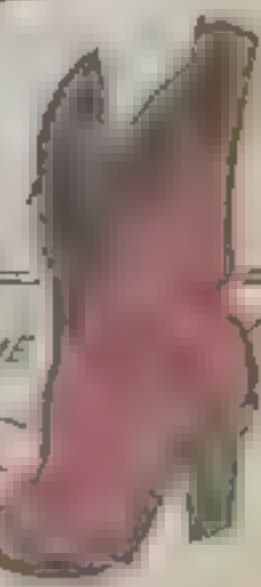
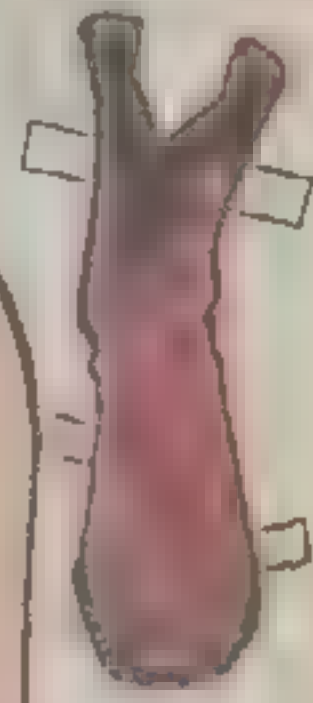
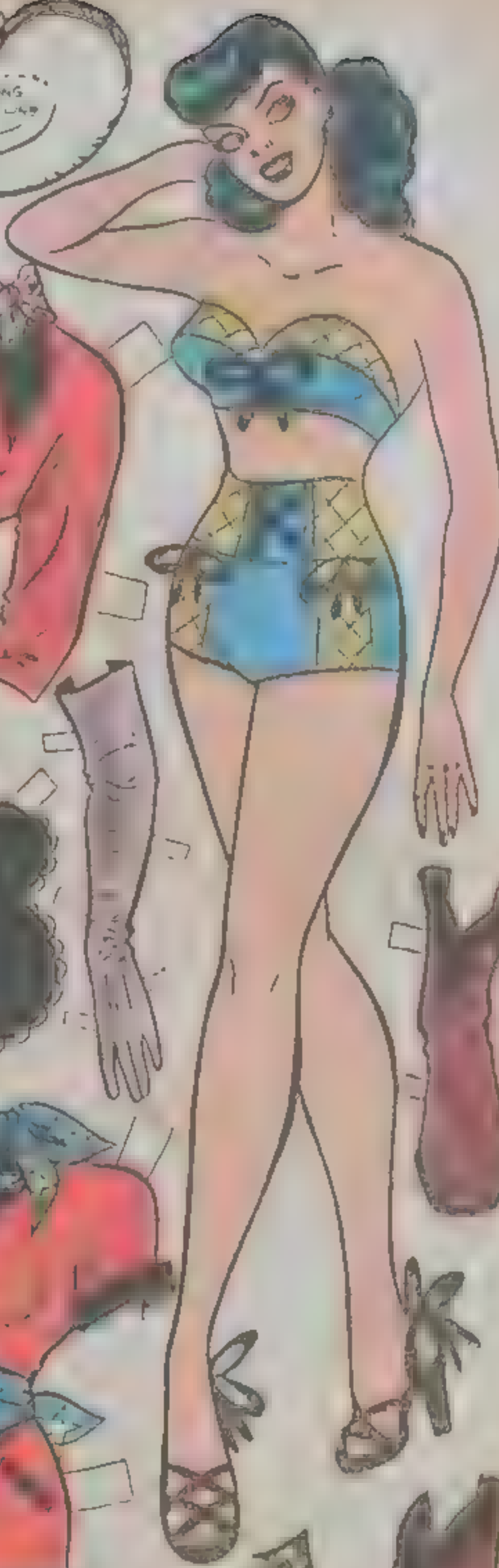
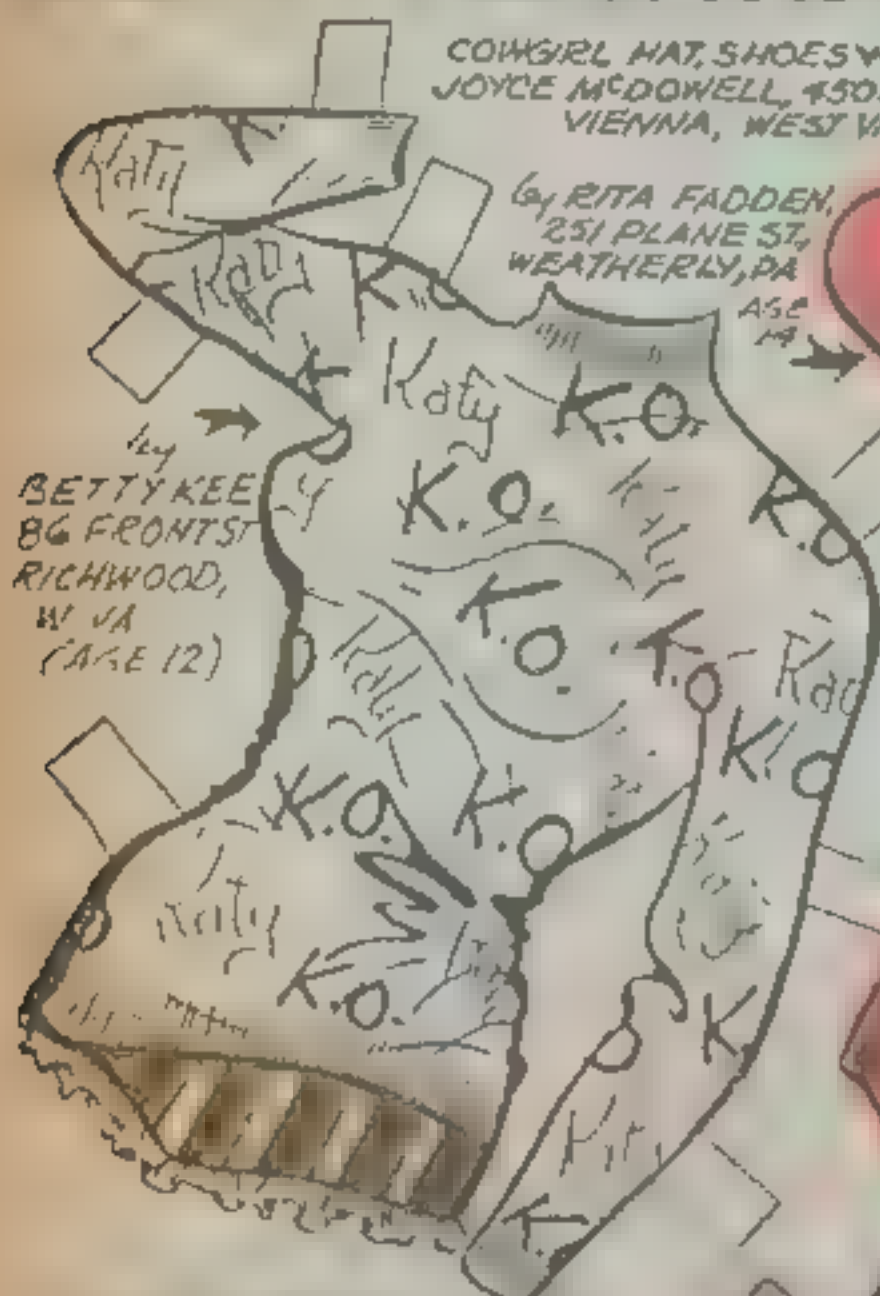
by RITA FADDEN,
251 PLANE ST,
WEATHERLY, PA

by BETTY KEE
86 FRONT ST
RICHWOOD,
W. VA
(AGE 12)

by ANNE RITA FADDEN, (AGE 12)
251 PLANE ST, WEATHERLY, PA

by ANNA P. NAPOLI
206 04-33 AVE,
BAYSIDE, L.I., N.Y.

by ANNE RITA FADDEN, (AGE 12)
251 PLANE ST, WEATHERLY, PA



LOOK, KIDS! YOU CAN SEND FOR THIS NO. 2 PINUP ON 10¢ CARD - SUITABLE TO FRAME
PLUS OVER 10 NEW CUTOUTS FOR ONLY 10¢

HERE'S HOW TO GET IT! PRINT YOUR NAME AND ADDRESS CLEAR ON A 5x7 OF PAPER AND CUT IT IN AN ENVELOPE WITH ONE ADDRESS TO THE ADDRESS OF KATY KEENE AND ASK FOR **PIN-UP AND CUT OUT SET NO. 2** AND YOU CAN STILL GET NO. 1 PIN-UP AND CUT OUT SET OF KATY KEENE SET NO. 1 OF \$3.95 FOR 10¢ EACH SET. BE SURE AND SEND ADDITIONAL MONEY AND SPECIFY WHICH SET YOU WANT!

KATY KEENE AT
1000 KATY KEENE
1000 KATY KEENE
SANTA BARBARA, CALIF.

SEND FOR THEM NOW!

KATY KEENE

by Bill Woggon



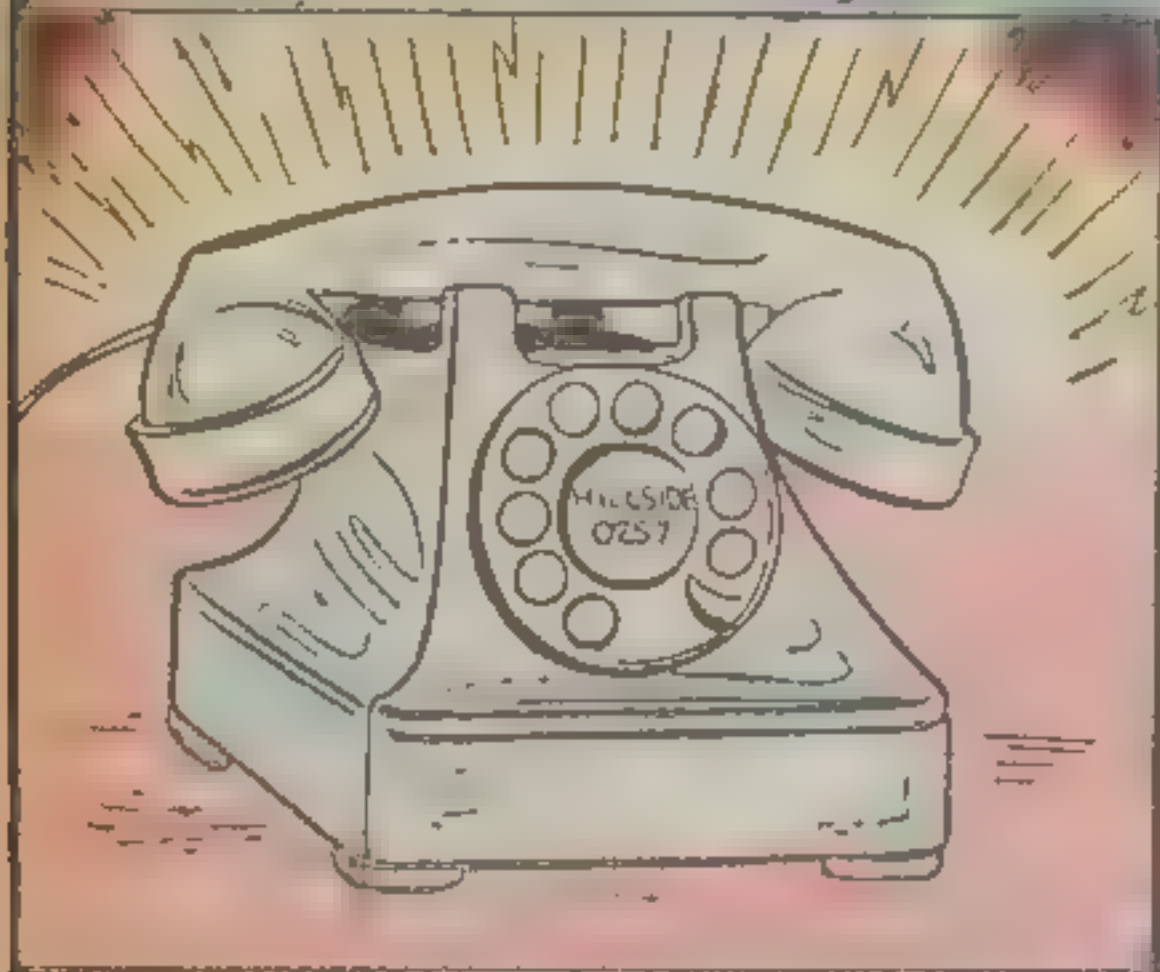
K.O.'S OUTFIT by
ANNA BELL SYLVEST, R.R. 1,
PEARL RIVER, LOUISIANA.

KATY'S SHOES by PETER HASHIM,
7 JOHN ST., HAVERHILL, MASS.

HAIRO by BETTIE ANN GASTA,
8025 VINTON ST., OMAHA, NEBRASKA

① KATY'S DRESS AND POSE by MARY HEIN, 860 RONDEL RD., CLEVELAND, OHIO. (AGE 10 1/2)

As our story begins, the phone rings in
Katy's apartment at 7070 Hollywood Blvd.



Katy answers

HELLO--OH, K.O.
I'VE BEEN
EXPECTING YOU
TO CALL!
TODAY IS THE
DAY WE GO ON A
PICNIC!

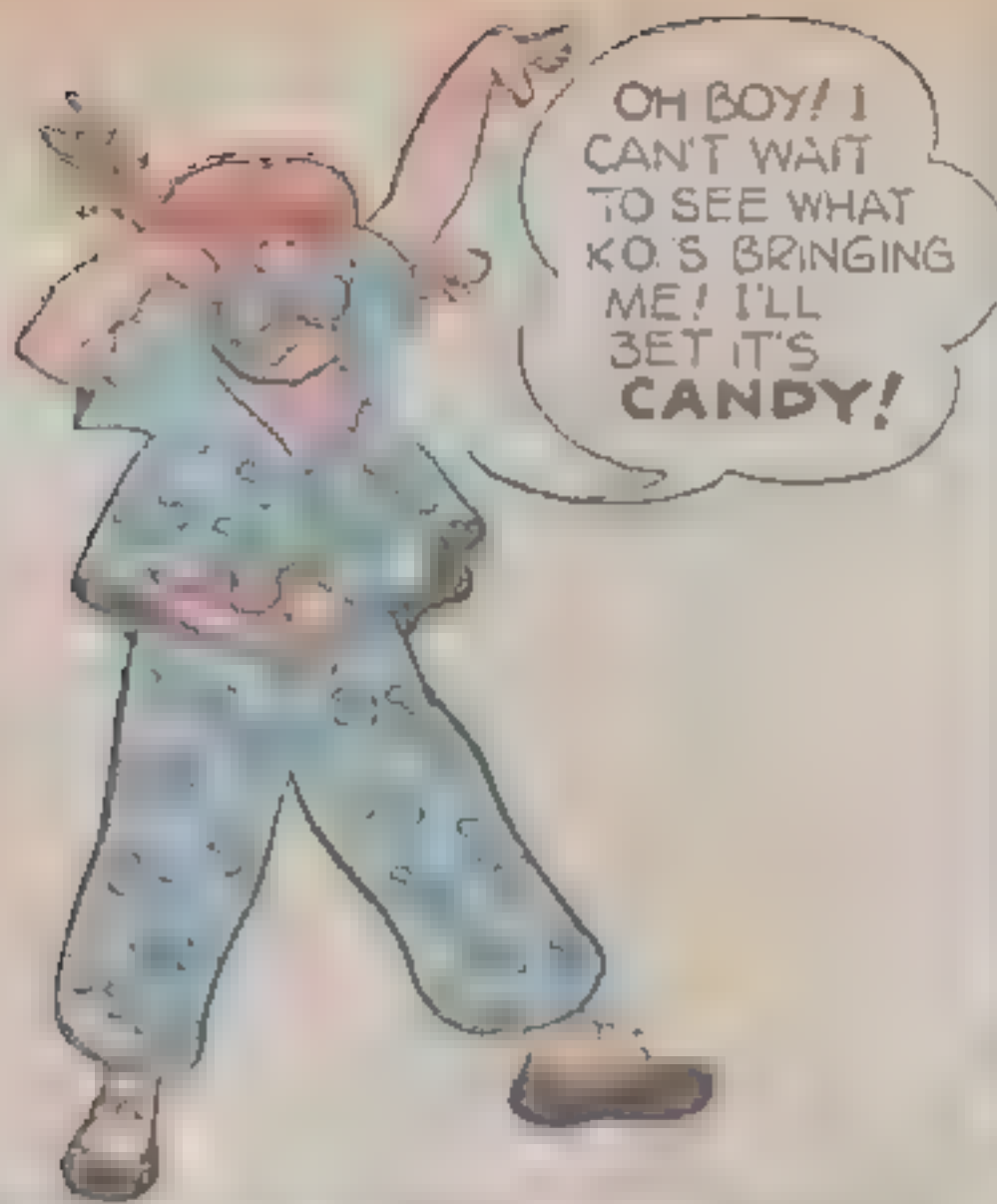
KATY'S NEGLIGEE AND POSE by
MARIAN POLAND,
ORSINO, FLORIDA.



SAVE THIS PIN-UP FOR
YOUR COLLECTION!

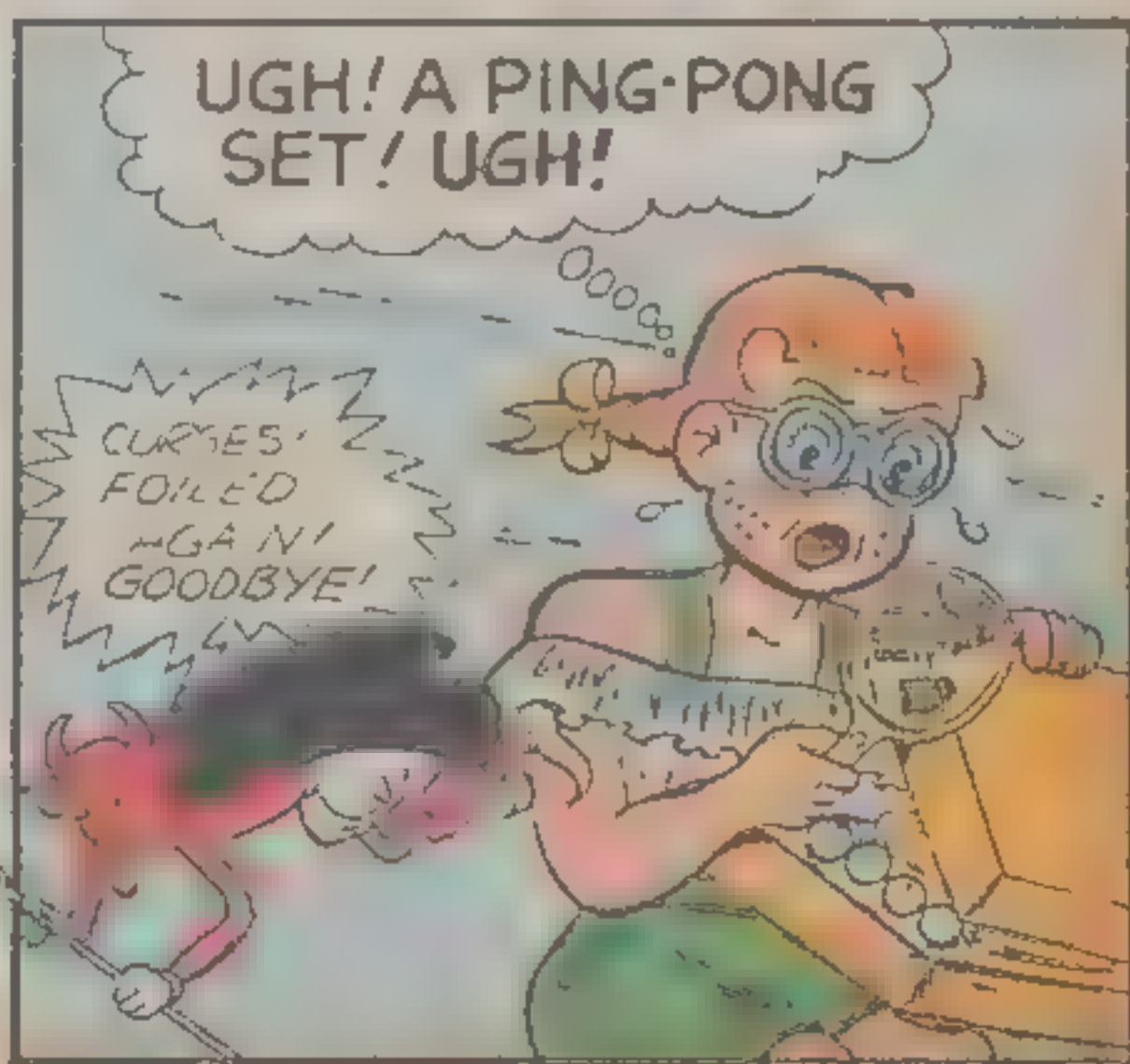
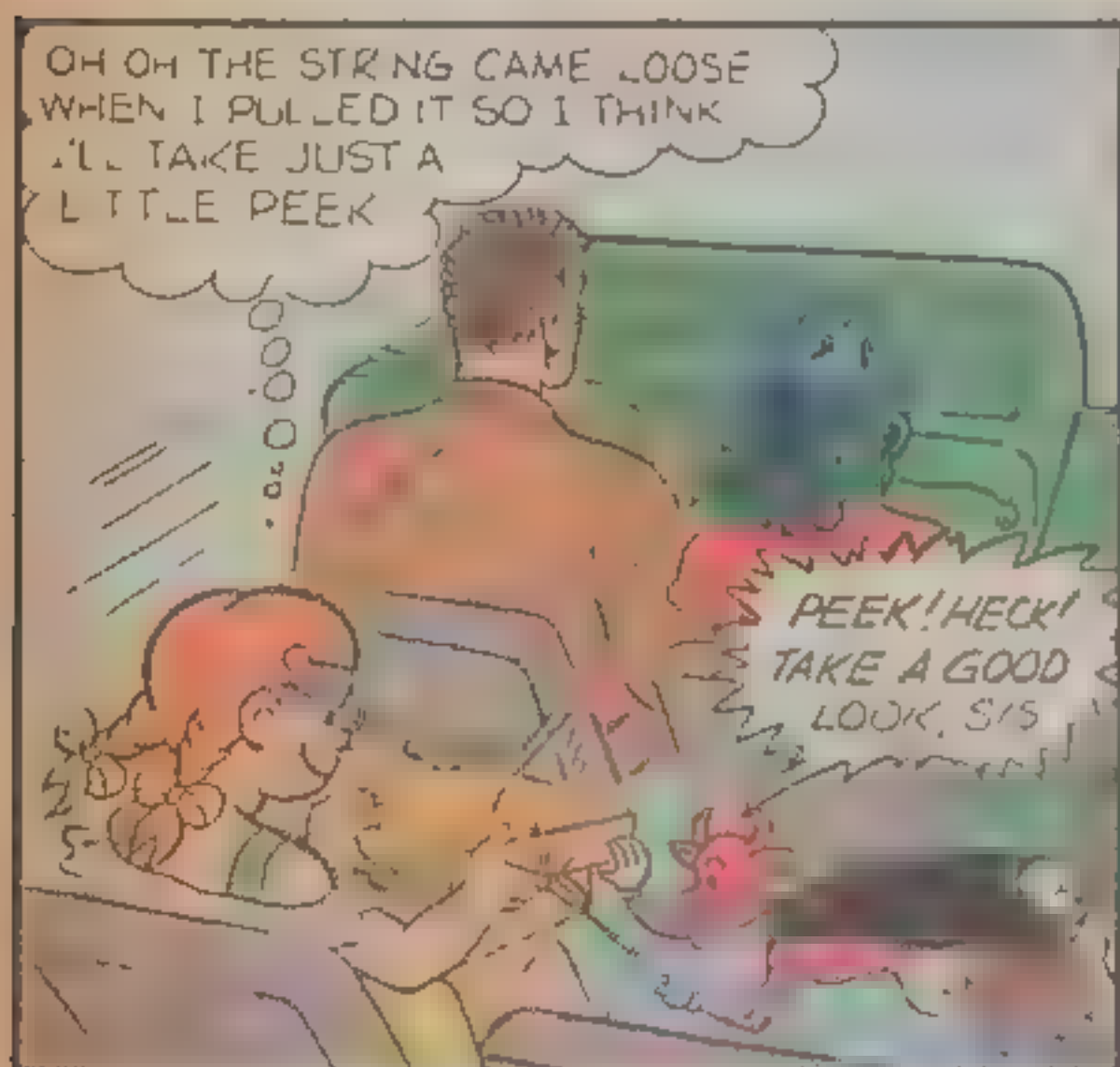
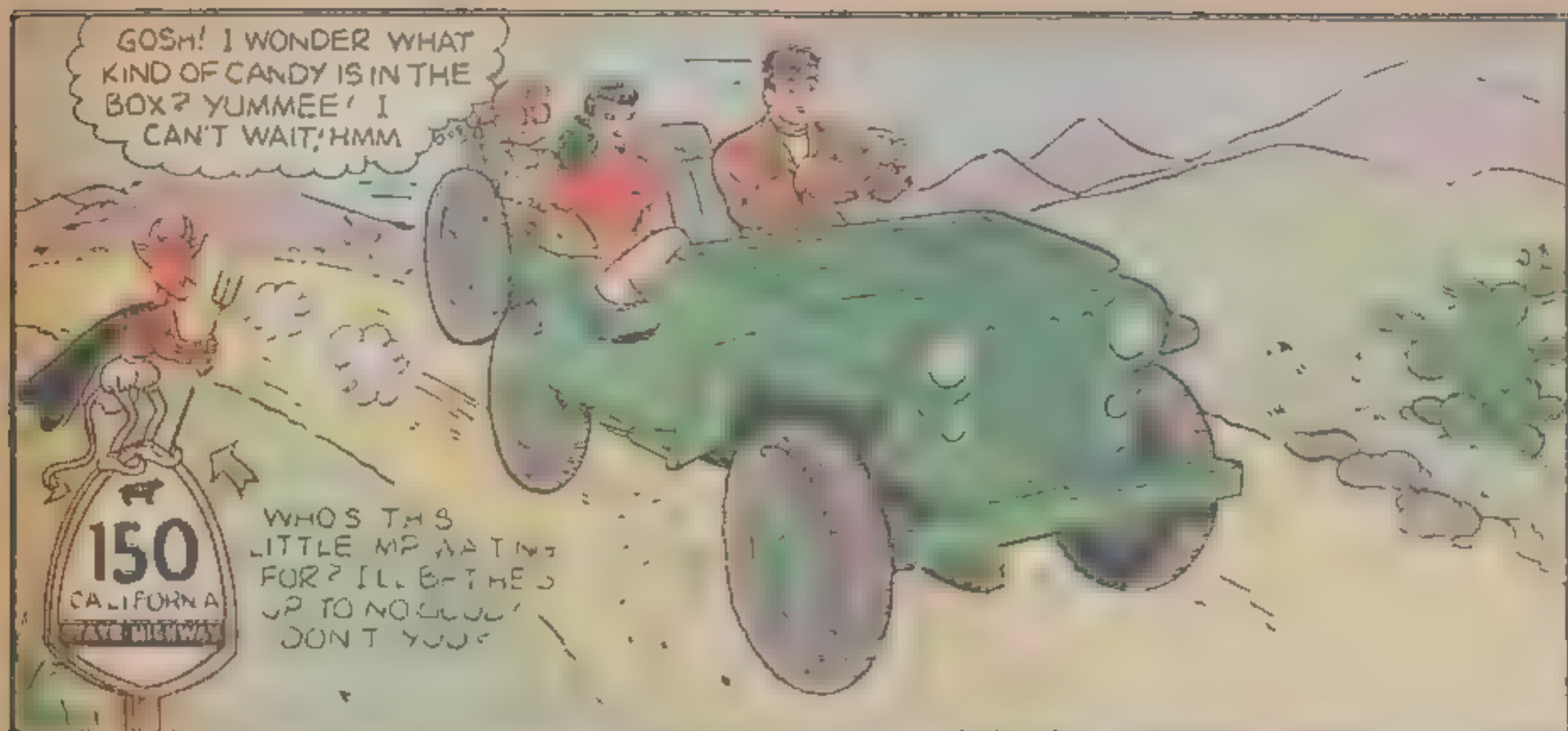
K.O.'S TIE by CYNTHIA CARPENTER, 25 DONELLAN RD, SCARSDALE, N.Y. AGE 11

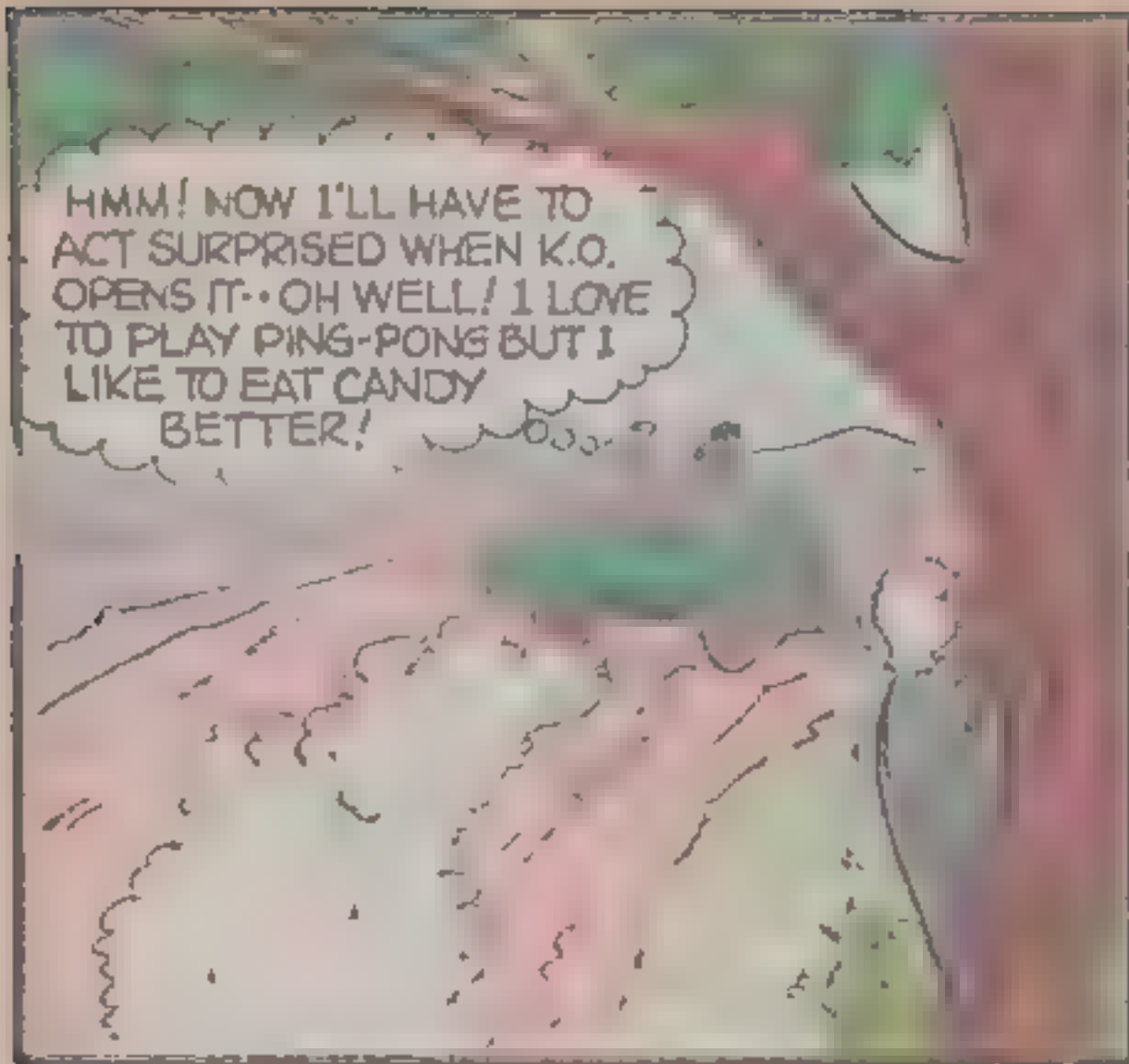




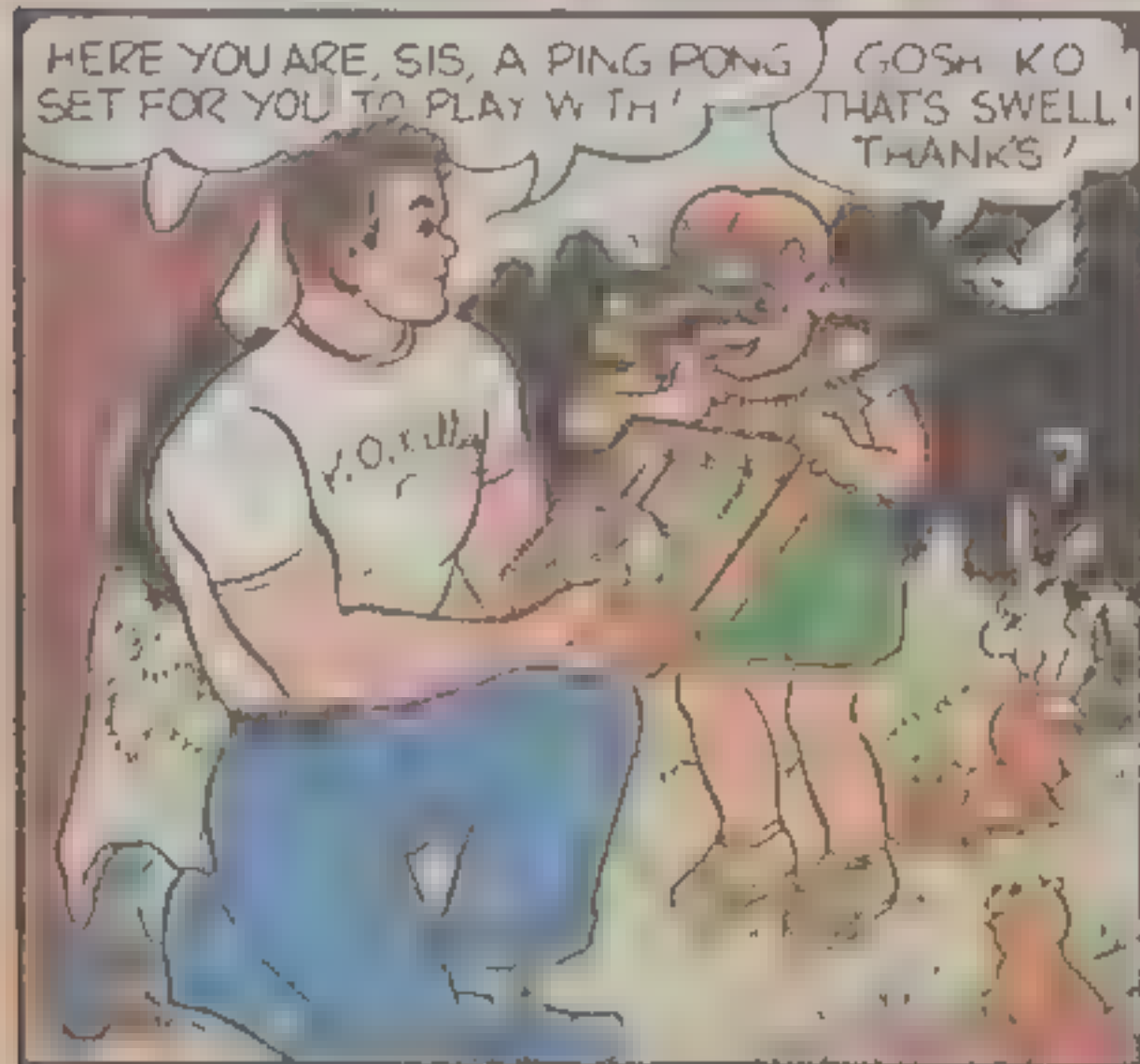
KATY'S SKETCH BY LLOYD CLIFTON. NO MORE STOCK DE SOTO MISSOURI





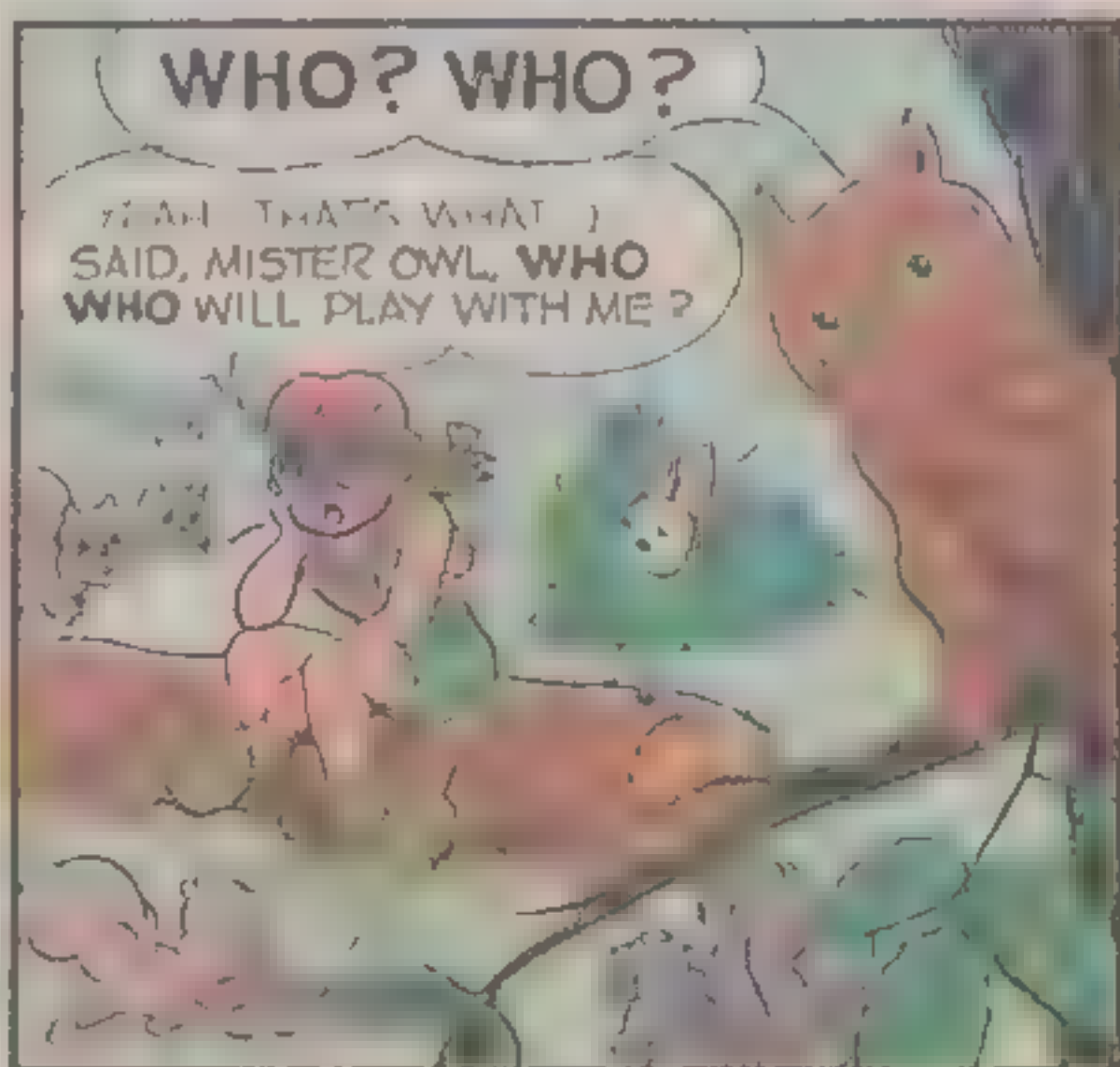
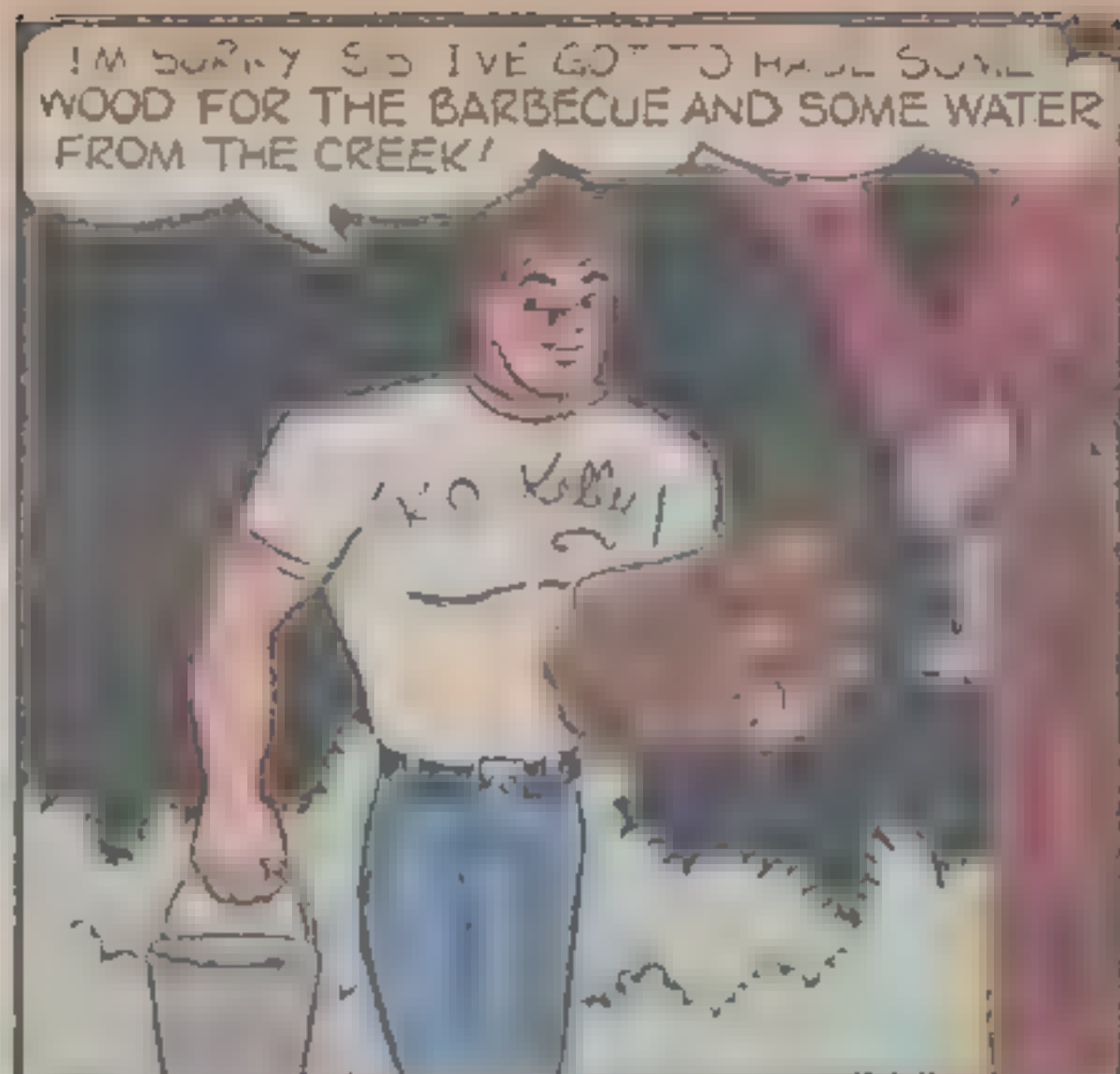


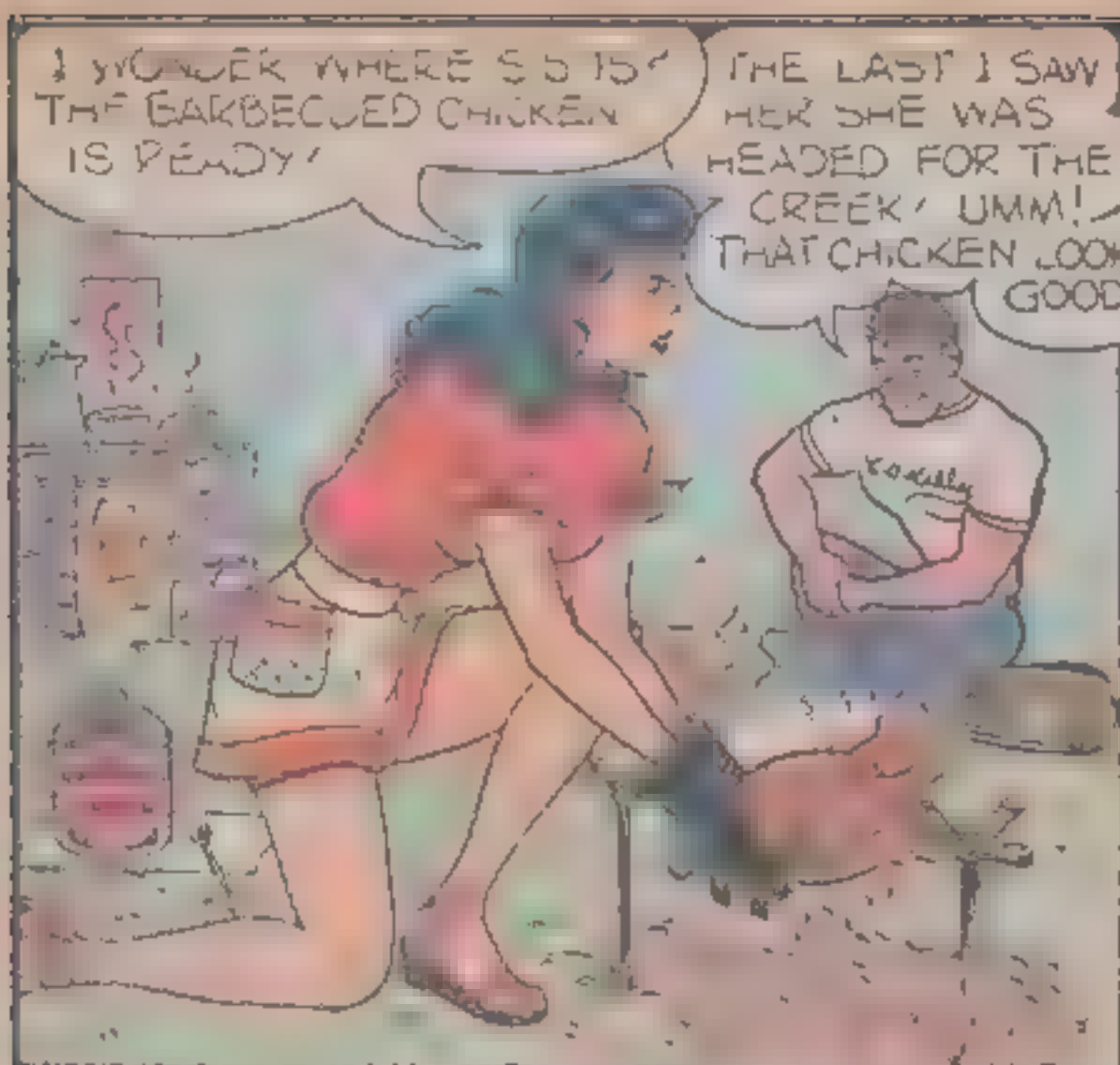
K.O.'S SMART SHIRT by DANA DAVIS, ESSEX LODGE, TOMAHAWK, WISCONSIN



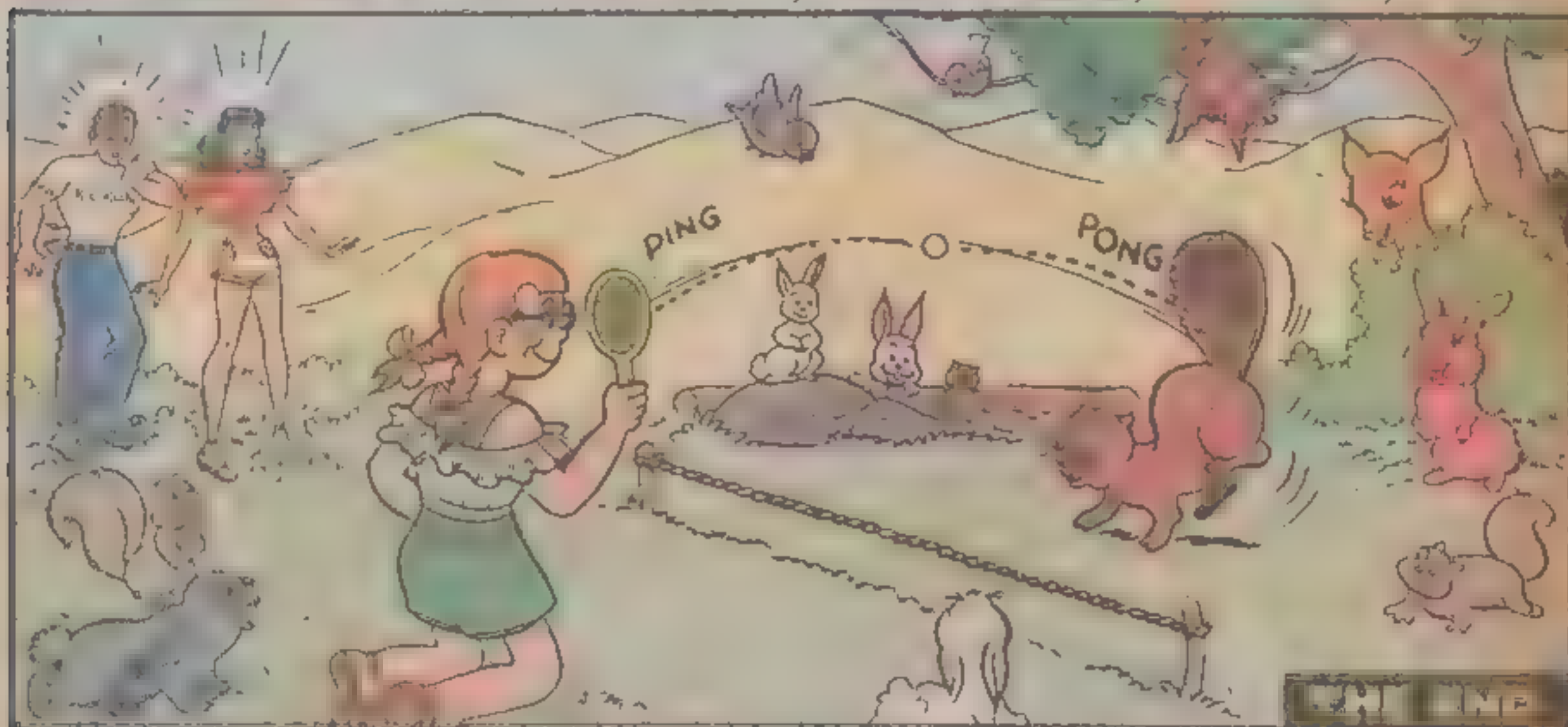
KATY'S SUN SUIT by EVELYN SMITH R.F.D. #1, BOX 1392, OXNARD, CALIFORNIA





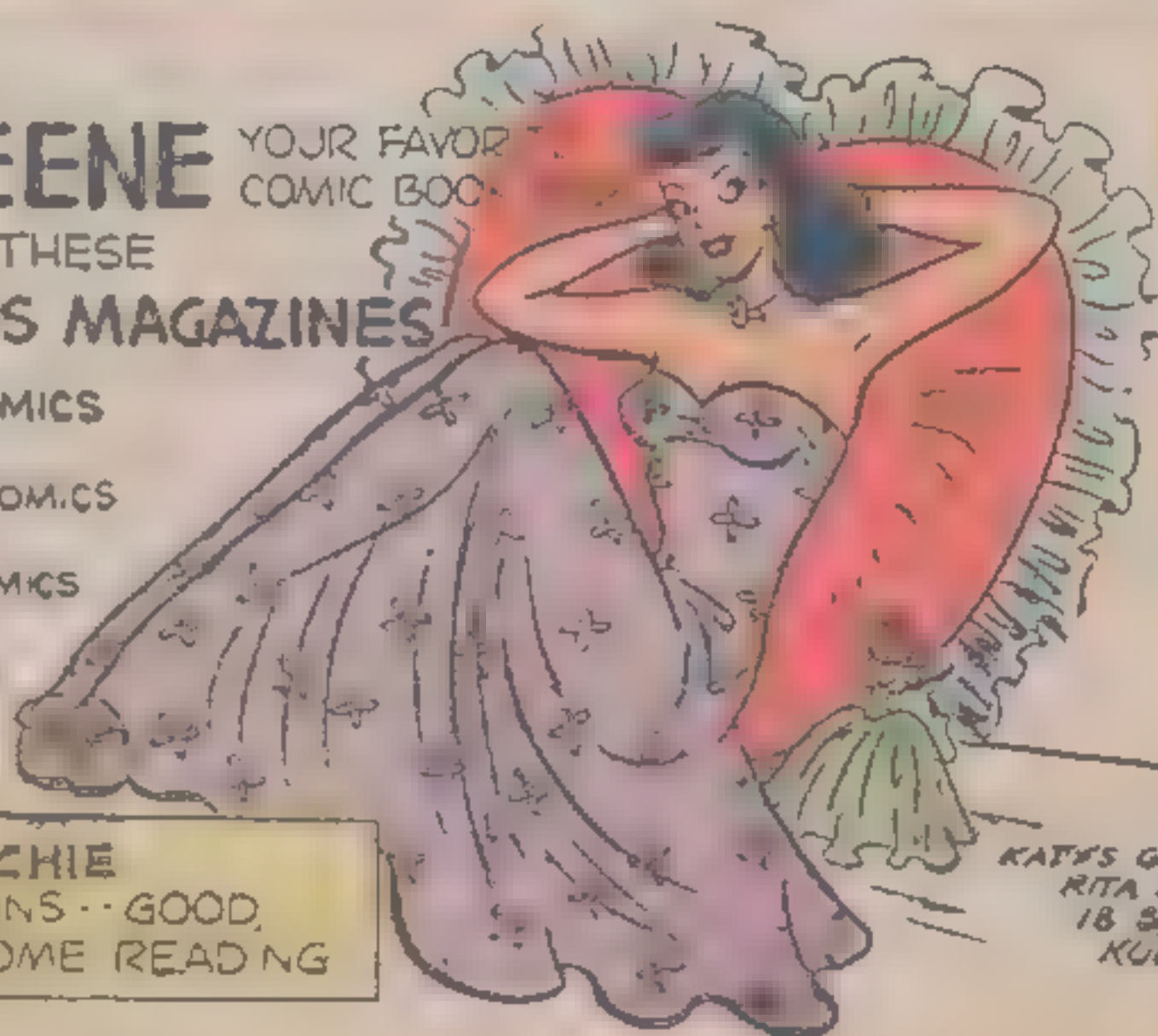


KATY'S BARBECUE GLOVES AND SAUCE BY MICK MASCHKE, LACUNBRE + HOLLISTER, SANTA BARBARA, CALIFORNIA



KATY KEENE YOUR FAVORITE COMIC BOOK
 APPEARS IN THESE
FOUR FAMOUS MAGAZINES

Laugh COMICS
Walt COMICS
Swing COMICS
POP COMICS



LOOK FOR THIS
 TRADEMARK



THEY'RE ALL ARCHIE
 COMIC PUBLICATIONS... GOOD,
 CLEAN, WHOLESOME READING

KATY'S GOWN + POSE BY
 RITA JOHANN
 18 SOUTH 8TH ST.
 KULPMONT, PENNA.

REDUCING SPECIALIST
SAYS: LOSE WEIGHT
WHERE IT SHOWS
THE MOST...

REDUCER

MOST ANY PART OF
THE BODY WITH
Spot Reducer
RELAXING, SOOTHING,
PENETRATING
MASSAGE

LIKE A MAGIC WAND,

the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steam baths, drugs or laxatives.

*Lose Weight
or No Charge*

USED BY EXPERTS:

Thousands have lost weight this way—in legs, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY, Without Risking HEALTH

Take pounds off — keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and Turkish baths — MASSAGE! With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use — just plug in, grasp handle and apply over most any part of the body — stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat — helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim — but also aids in the relief of those types of aches and pains in and around nerves that can be helped by massage! The Spot Reducer is handoperated, made of light weight aluminum and rubber and has a beautiful inscription you will be thankful you own. AS 110 volts.



FOR GREATEST BENEFIT IN REDUCING

by massage use SPOT REDUCER with or without electricity — Also used as an aid in the relief of pains for which massage is indicated.

GLORIA PAUL, beautiful TV starlet,
spot-reduces this simple way!

ALSO USE IT FOR ACHES AND PAINS



MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.



CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

**ELECTRIC
Spot
Reducer**

PLUG IN,
GRASP
HANDLE
AND
APPLY

UNDERWRITERS'
LABORATORY
APPROVED

SPOT REDUCER CO.

318 Market Street, Newark, N. J.
(Full price of Spot Reducer \$9.95)



TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery — or send \$9.95 (full price) and no ship postage prepaid. Use it for ten days in your own home, then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose — except ugly, embarrassing, undesirable pounds of FAT.
MAIL COUPON NOW!

SENT ON APPROVAL — MAIL COUPON NOW!

SPOT REDUCER CO., Dept. E-825
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period, I enclose \$1. Upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name

Address

City State

☐ SAVE POSTAGE — check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

MAIL THIS 10-DAY FREE TRIAL COUPON NOW! ➡

TERRIFIC BARGAINS

**Take your pick...
Try at our risk!**

Select any of these terrific bargains and make no return. Send no money now! Pay full price shown plus a few cents postage and tax when delivered.

10 DAY FREE TRIAL

Then try for 10 full days at OUR RISK! Full price back quick if not excited and satisfied. You have nothing to lose! We take all the risk! RUSH COUPON NOW!



Smart SWISS Watch
A sturdy, accurate, handsome watch for men and boys. Central sweep second hand. Luminous numbers. Unbreakable crystal. A **4.95** real bargain.

Ladies' SPORTEX Watch
Dainty, better-set-in accurate and sturdy Swiss jewel movement. Unbreakable crystal. Luminous dial for night reading. Absolutely guaranteed—money back if not pleased within 10 days **6.98**

New CALENDAR Watch
NOW—the watch that tells the date, hour, minute, second at a glance! Date changes automatically every 24 hours! A handsome, precision watch you'll wear with pride. **7.98** Bargain price.



THE CHAMPION

Sure Winner!

Super-special quality! Positively amazing! Really amazing and MANLY! It's the **HARDEST GOLD PLATED**. Big Pseudo **DIAMOND** in center flanked by two others. It's the champ of rings **4.19** at a bargain low price.



PULL TRIGGER!

GUN

CIGARETTE LIGHTER

Pull the trigger, and BANG!—your cigarette is lit! Perfect replica of a deadly pistol. Looks so real it scares scoundrels! Rugged METAL construction, enduring **CHROME** finish. Fully **AUTOMATIC**—a sure fire lighter, made to give years of thrilling satisfaction. Our special **REDUCED** price to you, only **1.98**

1.98



BIG FIVE
Extra heavy ring for big time men. 5 Pseudo Diamonds of great brilliancy set in Natural Gold **3.55** color.

SKULL & X-Bones
Amazing — eyes flash weirdly with red glow. Gold plated. Mysteriously looking. Big **2.67** value at.

"THE ROYALE"
Looks like a fortune! Blazing Ruby-red color stone flanked by 2 Pseudo Diamonds. Last word in manly **3.48** styling. Only.

DIRECT-TO-YOU on 10-day FREE Trial!



Wonder 4-in-1 Stop CHRONOGRAPH

Try to beat this bargain anywhere in the U.S.A. 4-in-1 imported **STOP** watch. **CHRONOGRAPH** and **WIND** watch combined! Best of all, you can try it for 10 full days at OUR RISK!

11 — WONDER FEATURES — 11
It's a tachometer, telemeter, **DOUBLE** Push Button **STOP** watch. It measures **SPEED** as well as **DISTANCES** of boats and auto races, sports, planes, boats, moving objects. Actually has **SPLIT-SECOND** calculation, unbreakable crystal, sweep-second hand, luminous numerals & hands, sturdy **SHOCK-RESIST** case. Everyone wants one — students, soldiers, sailors, sailors, race fans, sportsmen, photographers, engineers, and all active men. A wonderful timekeeper! **UNLIMITED GUARANTEE EXCLUSIVE OF PARTS!** Never a chance for skilled labor. Yours with full instructions **6.95** & gift case.

Glamour WEDDING Rings



Very beautiful and impressive! These perfectly matched Engagement and Wedding rings resemble Diamond and White Gold sets selling for \$100.00 and more! The gift of a lifetime! Satisfaction guaranteed or full price back quick! Special **2.50** sale price.



"MAGIC" WEATHER ROSE

Amazing! Beautiful artificial "Magic" Rose in quality weather changes in its color! Red and white, strong weather proof, for wedding and **ANNIVERSARY**, a change coming. Place near window... Very decorative. Complete with flower pot. **1.00**



Super-Power Field Glasses

UNHEARD OF VALUE! Extra BIG and **SUPER-POWER** Field Glasses, streamlined design, rugged all-metal construction, automatic distance control, carrying strap and **POWERFUL** ground lenses. Instant people, objects, mountains, wild animals, sports, etc. — appear as if only inches or yards away! You'll expect to pay **MANY** times our special **2.94** all low price of.

FREE 10 DAY TRIAL

CONSUMERS MART, Dept. 118-G
131 West 33rd Street, New York 1, N. Y.

Write articles desired on lines below. Pay price shown plus a few cents postage and extra for shipping. Then **TRY 10 DAYS FREE!** You take no risk—**FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!**

Name _____
Address _____
City _____ State _____



2.97

Men's INITIAL Ring
Your own **INITIAL** in raised Gold Color Effect set in a **RUBY** color stone, flanked by 2 Sparkling Pseudo **DIAMONDS** imported from Europe. Rich Gold Plated. Fashionable! Smart! Wear with pride—enjoy a lifetime. Mention letter desired. Only **2.97**

ETERNAL LOVE WEDDING SET



Something special and very pretty! **ETERNAL LOVE—12** Sparkling Pseudo **DIAMONDS**, imported from Europe, set in a gorgeous Engagement and Wedding set! **NATURAL GOLD** color, exquisitely designed. Your price for both—**4.88**, yet they look like \$150.00 and more! They sparkle a **LIFE-TIME!** Try at our risk! Full price back quick if not thrilled! **RUSH COUPON!**

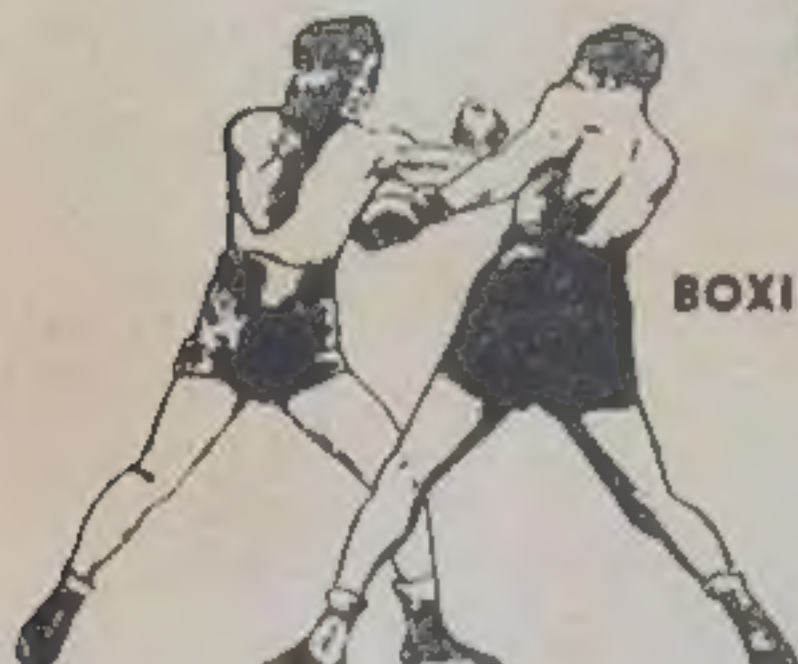
Be the
MASTER
not the slave!
Defend



YOURSELF — IN ANY SITUATION — ANYWHERE

Learn this Quick, Easy Way

OVERCOME ANY ENEMY — NO MATTER HOW BIG HE IS, OR HOW SMALL YOU ARE!



BOXING



JIU-JITSU

HERE'S every science of self-defense and lethal attack, wrapped up into one red-blooded package. This new fast-moving system will make you tough—or it doesn't cost you a cent. You don't need muscles! You don't have to be big! You just have to know how!

In every dynamite-packed page, experts teach you through pictures and stories. How you can K.O. your enemy with one clean scientific wallop! How to master him with punishing, bruising, wrestling holds! How to use his strength to destroy himself through deadly Jiu-Jitsu.

Never again cringe or shy away from a scrap. Imagine the wonderful confidence when you know that you're nobody's slave, that nobody can push you around. Think of the respect others will have for you, the safety they'll feel being with you, when they find out what a rough, tough, scrapping, deadly-efficient hellion you can be.

You learn quickly and easily through our amazing new "slow-motion picture" method. You learn every stance, every hold, every grip as portrayed by our experts. It's just like getting personal instruction in your own home. And what's more, you don't pay the price of personal instruction. The experts who prepared these instructions want every red-blooded American to know how to defend himself. They want to make a "big man" of every small one. So the price of these books was made so low that everyone could afford to own them. Yes, you can't afford to be without them.

We want you to have all three books. We want you to be able to defend yourself against any attacker, no matter how he fights. Therefore, we'll send you all 3 books for the price of only 2.

SEND NO MONEY — RUSH COUPON NOW!

Make us prove our claims. Send no money, unless you prefer. When the postman delivers your package, deposit only \$1.00 plus postage and C.O.D. charges. You must be completely convinced after five days, or return the books and your money will be refunded. Don't wait until trouble strikes. Prepare NOW.

PICKWICK CO.
Box 463, Times Sq. Sta.
Dept. C-2309, New York 18, N. Y.

Rush me a copy of
☐ Jiu-Jitsu—50c ☐ Scientific Boxing—50c
☐ Wrestling—50c
(If you check two books, we will send you the third without additional charge)
☐ Enclosed find \$ prepaid. Please send the books all charges
☐ Send C.O.D. I will pay on delivery, plus postage and C.O.D. charges. (No C.O.D. for less than \$1.00).

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

It is understood that if I am not satisfied I can return the books within 5 days for immediate refund of full purchase price.

all
3
books
ONLY
\$1.00

If bought
separately
—each—
50c

MAIL
COUPON
TO-DAY!

PICKWICK CO. Box 463, Times Sq. Sta., New York 18

Paste coupon on postal card or mail in envelope today